

The REPORTER
of Direct Mail Advertising
Convention Issue
September
1949



Keeping in Touch

International Printing Ink

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PROSPECT PRESS PICKS IPI HOLDFAST HALFTONE BLACK, NEW IPI PROCESS INKS FOR 1950 U. S. CAMERA ANNUAL



The 1950 U. S. Camera Annual contains 350 of the world's finest photographs in black and white and 16 pages of color photos—all printed with IPI inks.

Your IPI salesman has a free 32 page signature for you. It is yours for the asking. Or write IPI Headquarters, 350 Fifth Avenue, New York 1, N. Y.

NEW PRICES ON SMALL QUANTITIES OF EVERYDAY INKS IN ASSORTED COLORS

Now 5 small cans or 2 large cans of IPI Everyday packaged inks in assorted colors can be bought at prices which previously applied on these quantities only in single color lots. Place an Everyday order today—and save as much as 8 per cent on either assorted colors or single colors in large or small cans.



NOW YOU CAN COMPARE GENTONE INKS WITH CONVENTIONAL IPI PROCESS INKS



We have a new supply of these popular Gentone Comparison Folders. They show the added snap, depth and "premium finish" you get with IPI Gentone Process Inks. Write us or ask your IPI salesman for a copy. There are 31 Branches and Service Stations throughout the country.

IPI Inks Again Chosen To Print "Most Wanted" Photographic Volume

For fifteen straight years the U. S. Camera Annual has been printed with IPI inks. This year the printer (Prospect Press, Inc., New York, N. Y.) chose one of the new IPI Holdfast Halftone Blacks and the new IPI Process Inks.

The U. S. Camera Annual has been printed by many different printers since 1935, and by several different processes—but always with IPI inks. Printing a bookful of prize-winning photographs demands the finest materials and superb craftsmanship.

Printers who use IPI inks are likely to be good printers. This observation is confirmed by the large share of today's quality halftone and color work printed with IPI inks. More than one hundred million copies of leading national magazines and countless millions of newspapers have IPI inks on their pages. And most of the packages you see are printed with IPI inks.

Like the 14 editions before it, the 1950 U. S. Camera Annual is the world's most wanted photographic volume. Such continued approval by critical camera fans is a great tribute to consistently good reproduction of excellent original material.

For your next halftone or color printing problem, why not take a tip from the printers of 15 consecutive U. S. Camera Annuals? Try the new IPI Holdfast Halftone Blacks and IPI Process Inks. They are thoroughly tested on all types of commercial presses and popular stock—ready to give you extra quality press results.



We'll be seeing you at the DMAA Convention, in Chicago. Let's discuss envelope and mailing ideas.

Tension designed envelopes

attract attention!

Your envelope should be characteristic of your business . . . in style, type, color and design. Tension's staff of creative artists are specialists in the designing of distinctive envelopes that will convey your message in a highly effective manner. They will design your envelope so that space is utilized to fullest advantage . . . affording you added advertising impact at no additional circulation cost. Upon request, samples will be submitted of work done for others. With a background of 60 years experience, Tension knows how to design envelopes that attract attention . . . create an excellent impression.



TRADE MARK REGISTERED

TENSION ENVELOPE CORPORATION

FACTORIES: New York 14, N. Y. • St. Louis 10, Mo.
Minneapolis 1, Minn. • Des Moines 14, Iowa • Kansas City 8, Mo.

Over 100 Representatives Selling Direct to User

for every business use



How Many DUDS Can You Afford?

Mailers are getting more and more finicky about the mailing lists they rent. Their budgets for mail-selling promotions are tighter. They're looking for later returns from test mailings—doing more shopping around among list brokers.

We think it's a good thing. Our business always seems to perk up when mailers put the pressure on. Probably because we offer them people, not mere names, in the lists we recommend. It makes us gluttons for work, to be sure. But we're happy enough with the customer's payoff. How about you?

Write on your business letterhead for our descriptive folder "WHICH WILL YOU HAVE—NAMES OR PEOPLE?"



SPECIAL LIST BUREAU
DIVISION of DICKIE-RAYMOND
80 BROAD STREET, BOSTON 10

We don't write copy . . .

We don't compile lists . . .

BUT

We do take your brainchild and "baby" it along with individual care and attention . . . accurate addressing, perfectly matched fillins, and mailing to your exact specifications, on time.

MARY ELLEN CLANCY
250 PARK AVENUE, NEW YORK 17
(at 46th Street) Plaza 9-1520

Addressing

(By hand, typing or plates)

Multigraphing - Mimeographing - Mailing

The REPORTER of Direct Mail Advertising

Volume 12

Number 5

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HENRY HOKE, Editor and Publisher

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About Our Cover . . .

Talking about "Beating the Squeeze" . . . we sure had to do it on this month's cover. Arrangements had been made quite some time back to have a four color process job which might even outrank the pie masterpiece of last year.

But just at the last minute, the promised plates were sidetracked, misdirected or just plain lost. Presses were waiting. Time squeeze was no laughing matter for there was no time to make new plates.

So Henry, Jr. ("Pete") appealed to the Public Relations Office of General Foods . . . to allow us to borrow the plates they used on their 1948 Annual Report. The appropriate and colorful painting not only dramatized the complex structure of food distribution . . . but it also visualized complexities of communication. In other words, Direct Mail.

Bruce Watson, Assistant Director of Public Relations for General Foods cut through all possible red tape . . . and got us a clearance in a few short hours. Plates were flown to Chicago and were on American Colortype presses the next morning. And we do have a beautiful cover.

Incidentally, this design by the young and promising William deJ. Rutherford, made such a hit with General Foods stockholders . . . it was decided to enlarge and reproduce it without advertising or title lines. So prints by lithography, in 9 separate colors were prepared in 12½" x 16" size (suitable for framing). These prints will be mailed in protective wrapping for \$1.00 each postpaid. If you want one or more, write to Box N, General Foods, 250 Park Avenue, New York 17, N. Y.

September 1949

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OFFICIAL PUBLICATION DIRECT MAIL ADVERTISING ASSOCIATION

1600 DMAA Members receive The Reporter regularly as part of the association service. A portion of their annual dues pays for the subscription.

SHORT NOTES DEPARTMENT

◆ **SHORT NOTE FROM H. H.:** This is our 1949 Convention Issue. We have gathered the material carefully. I have introduced each writer and his article with appropriate information. Any additional editorial explaining this issue or its contents would be superfluous. So dig in . . . and get some real meat. And I hope to see many of you in Chicago.



◆ **DIRECT MAIL** made quite a splurge at this summer's Annual Awards meeting of the Seattle Advertising and Sales Clubs. Lila Arnold, Mail Advertising Bureau, was Chairman of the Direct Mail Section.

Six awards were presented for "meritorious direct mail advertising." Here are the winners:

"Best campaign other than letters, for sales or specific results:" First place, Ruby Chow Chinese Restaurant), by Guy Searls; second place, Pict Sweet Foods, Inc., by Ruthrauff & Ryan, Inc. "Best campaign other than letters, institutional or service:" First Place, Seattle First National Bank; second place, Oregon-Washington Pear Bureau, by Pacific Kitchen of the Pacific National Advertising Agency. "Best campaign consisting of letters and enclosures:" First place, The Milwaukee Road, by Pearson & Morgan Advertising Agency; second place, Heiden's Mailing Bureau. All were created and produced in Seattle.



◆ **WHAT TO CHARGE** for dealer helps is always a big problem. A recent 4-color, self mailing broadside sent to dealers of Sylvania Electric Products (Emporium, Pennsylvania) describes 1949 Fall National Advertising. Inside spread offers local window displays, streamers, newspaper ad mats and radio announcements plus a series of 4 postal cards - tying-in with national space campaign. Dealer gets the whole package kit FREE . . . except for cost of stamps on postal cards. In other words, if dealer has 500 prospects, the whole local campaign costs him \$20.00 (4 x 500 x 1¢) plus whatever space is contracted for locally.

◆ **A FRIEND OF OURS** down in Tampa . . . has developed a neat idea for letter pop-ups. It's so simple . . . it couldn't possibly be "patented". The trick is in the scoring, perforating and gumming. Inserted in first fold of letter . . . the piece of printed bristol pops right up to greet the eye and get attention. We've been using some of them in our own promotion. If you want samples . . . write to Hayden Ricker, Hayden Ricker & Associates, 1006 W. Platt Street, Tampa, Florida.



◆ **CONGRATULATIONS** . . . to the William G. Johnston Company (Pittsburgh, Pennsylvania) on its beautiful brochure celebrating an 80th Anniversary in the printing business. Twenty-eight, 9" x 12 1/4" skillfully offset pages of copy and illustrations. Plus a french-fold deckle edged cover. The copy takes you on a tour of this old-modern plant. A darn good textbook for getting a quick knowledge of the printing business.



◆ **WILLIAM FEATHER** has written a book . . . or rather he's been writing it for the last twenty five years. Simon and Schuster has just published "The Business of Life" . . . a 424 page compilation of the best items from all the house magazine squibs Bill has written. Short ones and long ones. But Feather items are rarely more than one page. It's naturally a good book . . . not to read at one sitting . . . but to keep beside your desk or bed. For inspirational browsing. Priced very reasonable at \$3.50



◆ **AN INTERESTING BOOK** has just been issued by Johnson & Johnson. New Brunswick, New Jersey. 174 pages. 6" x 9". Paper cover. Titled "Robert Johnson - TALKS IT OVER." A striking example of good management - employee relationship. Book contains transcripts of 44 talks by President

(Continued on page 6)

FOX RIVER

Better
Letters
DIVISION

FINE PAPERS

You Can
Write Better
Business
Letters

... says
Dr. Robert R. Aurner,
Director, Fox River
Better Letters Division

Why use the same old worn-out phrases over and over again? Give your letters a flying start. Make them build good will.

In two free booklets, Dr. Robert R. Aurner shows the way.

1. *Money-Making Mail* discloses the American business man's tremendous bill for dictated letters—every day over \$3,000,000!

2. *How to Put Sock in Your First Sentence* follows through with suggestions for better correspondence.

Four Tests

Mail must meet four tests to be MONEY-MAKING MAIL. Fine cotton-fiber paper, watermarked "by FOX RIVER", has fulfilled one requirement with distinction since 1883. But everything your letter needs is spotlighted by Dr. Aurner, now director of the University of Wisconsin, now director of Fox River's Better Letters Division.

Put more pay in what you say. Write for free booklets today — on your business letterhead only, please. FOX RIVER PAPER CORPORATION, 2036 Appleton Street, Appleton, Wisconsin.

FINE PAPERS
by
FOX RIVER
COTTON-FIBER BOND, ONION SKIN, LEDGER

BETTER PROMOTIONS?

Rising is Right! Here's why—



Whether it's broadside, brochure or envelope stuffer you're planning, the first job is to get attention. Rising Intralace has the clean, crisp, quality "look" that stands up and gets attention. Your printer knows the best buy is undoubtedly—

Rising Intralace

- ✓ New brilliant white
- ✓ 5 weights
- ✓ Envelopes to match in 5 sizes
- ✓ Specially sized for offset and gravure
- ✓ Excellent printing surface for letterpress
- ✓ Inexpensive
- ✓ Distinctive pattern appearance

*Rising
Papers*

WHEN YOU WANT TO KNOW... GO TO AN EXPERT!

Rising Papers

ASK YOUR PRINTER... HE KNOWS PAPER!

Rising Paper Company, Housatonic, Mass.

When buying or selling mailing lists...

It's
to have a
SEE
Good
B
Business
B
Good
B
GEORGE
BRYANT

Need a specific mailing list? Want to rent your own lists? Consult our specialist who can save you money. Write today.

George R. Bryant Co. 75 E. Wacker Drive, Chicago 1, Ill.
55 West 42nd St., New York 18, N. Y.

**SAVE
MONEY**

Lithographed
LETTERHEADS

ONLY \$2.45 per M
Black Ink
in 100M Quantities

Get our low prices on any quantity in which you may be interested.

UNIVERSAL LITHOGRAPHING CO.

(Subsidiary of Peerless Lithographing Co.)
4305 W. DIVERSEY AVENUE
Dept. 49, CHICAGO 39, ILL.

FREE
Write today for
**FREE
SAMPLES**
and Complete
Price List.

Johnson which were recorded on tape and then reproduced on broadcasting systems in plants and offices of the company and its associated companies. The 44 talks placed together in book form constitute a first rate textbook on management... or how to explain it in a friendly, conversational manner. If you are interested in making a fast analysis of your business... try to get a copy of this book.



◆ A CONVENTION MAP made an interesting mailing theme for Case-Shepherd-Mann Publishing Corporation, 24 West 4th Street, New York 18, N. Y. ... publishers of Water Works Engineering. Inside an 8 1/2" x 11" folder is an outline map of U.S.A. with blue lines drawn to all points to places where water works men would meet in convention during Fall of 1949. A tissue paper insert again reproduced map with 26 meeting places indicated by numerals. Schedule below gave locations. Pitch was: Your sales force would have to travel 23,836 miles to attend all meetings. Advertise in W. W. E. to have some of the miles. Good planning.



◆ SEEMS LIKE more and more big companies are paying more attention to careful handling of the mail. There was a good story in the July-August issue of The Herculese Mixer, house magazine of The Herculese Powder Company, 900 Market Street, Wilmington, Delaware, entitled "We Can't Do Without Them." Double spread of words and pictures describing how a special staff handles incoming and outgoing mail. Pictures show real efficiency.



◆ DID YOU KNOW... that one of the new members of Congress is Representative Benjamin Franklin James of Chester, Pennsylvania?

In case you don't remember... Congressman James was head of the Franklin Printing Company of Philadelphia. He's already making a name for himself on the hill. Among other things... he is trying to get the Government to go out of the printing business, or that part of it which consists of books like: "Mist Netting for Birds in Japan;" "Them Peruvian Fisheries;" "Recipes for Cooking Muskrat Meat;" "How to Talk on the Radio" and Bat-Proofing of Buildings."



◆ DIRECT MAIL ADVERTISING was explained and demonstrated over tele-

Continued on page 70



How do you sell a man who has his mother along?

Bud Bhrit's the Silver Spoon Kid in this town—VIP family, church pillars, with pieces of local banks... famous father who left a flock of friends, and successful businesses when he died, and they say his mother sort of snoots Local Society. Bud has personality, and good looks enough for twins... too much of everything! Loafed through school and in college was strictly a good time Charley.

He took the War hard, though... in as a boot Marine, out as a First Looie with a smorgasbord of ribbons. Came home to the family businesses, and a year ago he tossed out the trustees and started to run things—but good! Also picked up a metal furniture factory on his own... Which disappointed the tut-tutters who figured the poor little rich boy in business would flop hard!

Anyway, I thought he could use a few postage meters... He said he'd see me, if I came at six p.m. to the furniture factory.

He caught on quick to the postage meter. "Prints postage, eh! Oh, I see... die makes an ink impression on the envelope... meter stamp, postmark—and with the meter stamp, an ad free!... Hmm—print anything but threes?"

I indicated the dial you turn to get any amount of postage, for any kind of mail. He liked the idea of buying postage by having the postoffice set the meter, then printing it as you need it—and always having your postage protected and also automatically accounted for by the meter.

"DIM FUTURE for ordinary stamps," he said. "About time, too. I threw away wads of airmails in the Islands—fouled up with sweat... What's this?"

He tried the device for sealing envelope flaps, and played with the meter as if it were a machine gun, asked about the fast service metered mail gets in the postoffice... then seemed to cool off.

"Fine thing in some offices, but we don't need one. Not much mail around

here, and anyway, the girls can whip it out."

But before I could say anything...

"Why Bud, your secretary was still working on the mail a half hour ago when I got here. Serve you right if she leaves. Give the man his order—it's after seven now, and I don't like men who make me wait for my dinner!"

Bud laughed. "There's the boss," he said, and introduced his mother... sixty something and still beautiful, with a wonderful smile and voice.

Bud excused himself to wash up.

Mrs. Bhrit lowered her voice. "I hated sticking stamps and sealing letters when I worked for Bud's father thirty years ago... I would have liked a postage meter then!"

Oh Boy! Wonder if Research could get lists of office girls who married their bosses! What a slogan for postage meters!... Ask the girl who didn't have one!... Well, anyway, I now have five meters in Bhrit enterprises... and three still to go!

WITH today's high clerical costs... metered mailing shows a considerable saving in the busy office... is worth its cost in convenience in any size office—small or large!... For full facts what the postage meter can do in your office... write for... "So You Have No Mailing Problems?"

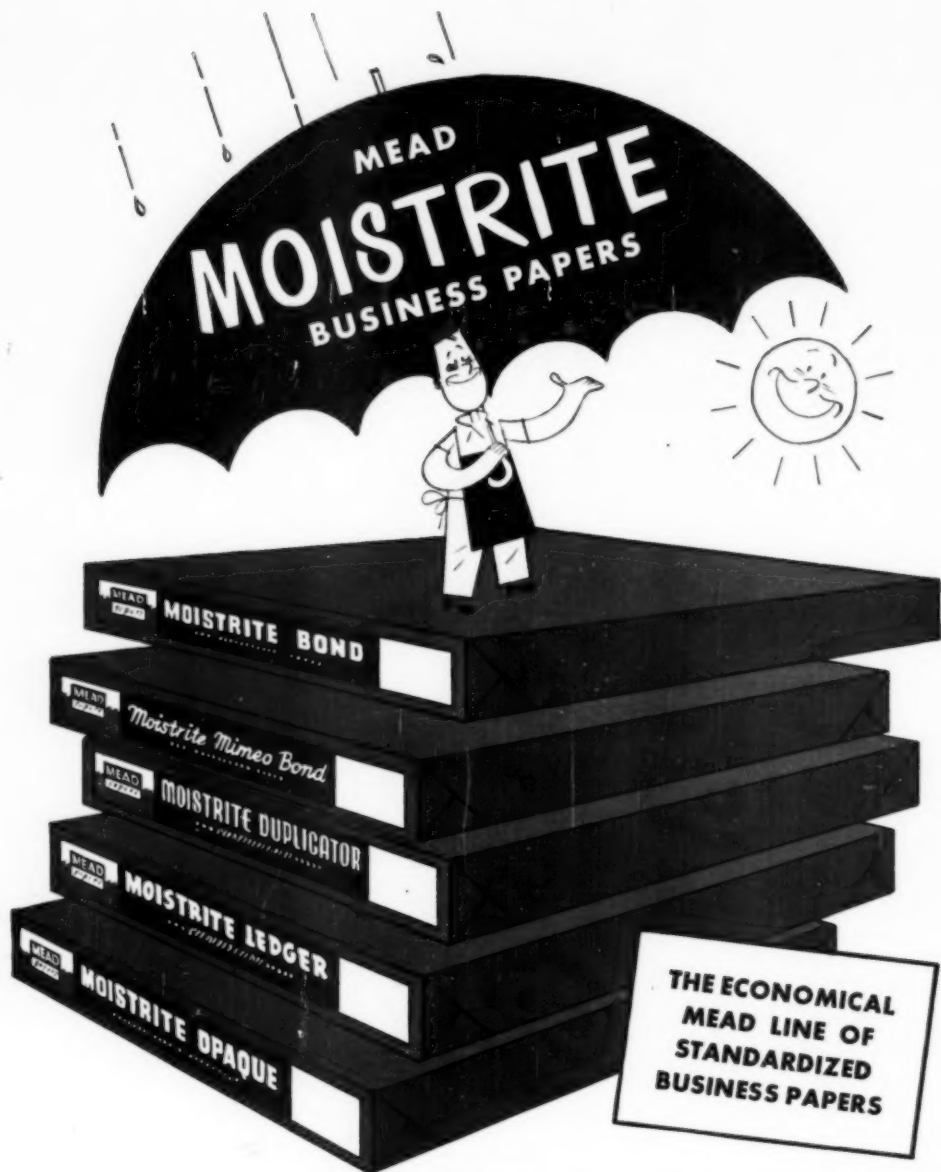


NEW DESK MODEL!...The DM is a postage meter for everybody!...only a little larger than your phone—but it stamps and seals mail of all kinds and classes!... Write for descriptive folder...today!



PITNEY-BOWES Postage Meter

PITNEY-BOWES, Inc.,
2002 Pacific Sreet, Stamford, Conn.
Originators of the postage meter...largest makers of mailing machines...offices in 93 cities in U. S. and Canada.



You can rely on Moistrite business papers to lie flat and to print cleanly. Mill-conditioned, sealed in the original, inner-wrap moisture-proof packages, each Moistrite paper comes to you mill-fresh and protected to the moment of use. Specify Moistrite Bond, Mimeo, Duplicator, Ledger, and Opaque.



EST. 1946

THE MEAD CORPORATION "PAPER MAKERS TO AMERICA"

Sales Offices: The Mead Sales Company, 118 West First Street, Dayton 2 • New York • Chicago • Boston • Philadelphia

the greeks have a word for it

by dale ecton, president, direct mail advertising association

REPORTER'S NOTE: Dale Ecton is manager of Advertising Distribution for Trans World Airlines. He became President of the Direct Mail Advertising Association at the Philadelphia Convention last year. He has been a busy man during his term of office. One week he might be laboring in India . . . the next week attending a DMAA Board Meeting in New York. We caught him flying thru New York . . . and asked him to write the usual President's invitation to the Convention. He has made it brief. The complete story of his experiences in setting up production plants all over the world may come later. But you may be able to get him talking in Chicago.

The Greeks say "Entaxi" . . . we say OKAY. That is what you will be repeating when the final curtain has fallen on the DMAA Conference in Chicago.

We are all looking for ways to "beat the squeeze." Come to Chicago and let's expose ourselves to opportunities for learning and hearing how some of the folks are attacking the problem.

I, for one, am going to be more than ever interested in the sessions, for I have been overseas nearly all of this year trying to do a little "squeeze beating" for TWA in some 14 countries in Europe, Africa and Asia. It has been interesting, informative, impressive . . . and exasperating.

It takes time to get in stride with their way of life. One of my jobs was to purchase, locally, addressing machines and other mailing list equipment. One of the local secretaries or salesmen acted as interpreter and there was al-

ways much bargaining and bickering. Prices were not uniform. One type of equipment might vary in price as much as 300% between countries. Then there was the activity of training personnel to operate the equipment and do the other tasks necessary to handle a complete mailing function from beginning to end. Lettershops in most of these countries are unheard of.

Of course the mailing list stencils had to be embossed in English, French, Spanish, Portuguese, German, Italian, Greek, and Arabic . . . with Hebrew and Hindustani, and perhaps even Chinese, yet to come in the near future. Added to the usual caution on correct spelling of names is the very delicate matter of titles.

As with our stencils, the literature, letters etc., are produced in all those languages. It's a real job to take a layout with copy in English and translate the copy into French, Greek or Arabic and then get it to fit the same space. Talk about "squeezing", it's hard to "beat!"

We used all methods of production: letterpress, offset, multigraph, mimeograph, ditto, typing and writing . . . whichever ones are available in the particular location. At one spot we have a standard form that is produced monthly, each month a few changes being necessary as schedules and fares change. Over here our printer would keep the form standing, but over there

that is not possible for there is not enough type in the country. The form must be broken and the type used for other jobs during the month. Imagine what that does to our production costs!

You can boil it down in some countries to the point of almost selecting the hour of delivery of mailings. In other places, you just "boil" at what happens or doesn't happen . . . the stamps might be removed from the envelope, envelopes torn open to look for money. Or if a folder is red someone might grab it just because of the color. In a couple of places our own messengers trot . . . sorry! . . . *walk* all over town delivering our mailing pieces.

The Business Reply technique is in use in several places, generally on a basis like ours. One country notifies you of address changes at no cost . . . another makes the addressee pay double postage when pieces are sent without enough postage or without any.

Yes, it has been an interesting year for me, trying to "Beat the Squeeze" of customs tangles, language complications and innumerable delays . . . by installing Direct Mail production units in each country we cover. That's why I'm so interested in this year's Convention theme.

So come on out to Chicago . . . meet some old and make some new friends. Mix it up . . . and take away a few thoughts to help you "Beat the Squeeze."

What's Ahead In

DIRECT ADVERTISING

And the Graphic Arts

by H. A. Porter

The glass is half full—or half empty. It all depends on your point of view. And your point of view is important, for your choice of expression will brand you as an optimist or a pessimist.

The pressure of pessimism, reflected in the thinking of industry in some quarters today, is the signal that the lush days of order taking are over. It is the signal that we have entered a new economic era . . . that we have come through the most chaotic, unusual business period in the history of our nation.

During this period we have developed a number of bad habits. Habits that will cause disaster if we don't get rid of them. We've become careless, almost to the point of being lazy; we're neglecting "follow-through." We'll have to start working again and abiding by the principles which most truly express our free enterprise system.

Gone are the days of negative selling . . . the curse of every firm's sales and advertising organizations. We were not raised on negative selling. We no longer have to convince the man who walks ten miles each day that he is better off to wait to buy that new car which he can well afford and needs immediately.

Emphasis was on production for so long that many have appeared alarmed with the realization that the spotlight now has switched to sales all the way down the line. The situation is ludicrous . . . an avowed salesman frightened by the prospect of having to start selling again.

Personally, my optimism is at its highest point in a career that spans more than two score years in sales and advertising. My associates share this optimism, for they are jubilant over what we term the return to normalcy. The important role that advertising and sales will play in this new economic era

cannot be over emphasized. The well-being of the nation's economy will be determined to a great extent by the effectiveness of sales promotion. The burden of maintaining maximum product distribution rests squarely on the shoulders of the creative divisions of the advertising and graphic arts industries.

As a great army, trained to a high degree of specialization, would do prior to launching a long range major campaign, let's take inventory and see how well equipped we are for the selling years ahead.

In the creative-manpower division we are stronger than we have ever been in the past. We have an abundance of proven creative artillery that has but to be moved into position to begin battering down sales resistance. There are almost more volunteers for this army of ours than we can absorb. We have no need for draft boards or recruiting officers, for the slogan "Go into advertising and sales, young man" has supplanted Horace Greeley's famous "Go West, young man, go West."

The nation's colleges and universities, without exception, are filled to capacity. This, plus the tremendous ad-

vances in education and teaching techniques, assures us of a limitless reservoir of potential advertising and sales executives. This formidable position is further enhanced by the work of organizations such as the Direct Mail Advertising Association, and the Mail Advertising Service Association which are both holding their annual conventions in Chicago. You cannot overestimate the value of free interchange of ideas by men and women who are striving toward the same ultimate goal: a better and even more resultful use of direct advertising. What kind of equipment do we have on hand to bring the full force of our creative divisions to bear on sales resistance? You can rest assured that our supporting echelons . . . our services and supply divisions . . . are keeping pace.

Since the end of the war, approximately a half billion dollars worth of new equipment has gone into the graphic arts industry. Much of this equipment incorporates new engineering techniques and developments designed to accomplish higher production, greater fidelity of reproduction, and economy in the planned strategy of selling the nation's products. Research today in

H. A. Porter

REPORTER'S NOTE: This Convention Issue wouldn't be complete without a story from the hard working Vice President of both Harris-Seybold Company and The DMAA. He is perhaps the travellingest member of the Graphic Arts and Advertising Fraternity. You can bump into Harry nearly everywhere from Maine to Florida - Texas, or from New York to California. And most people do. His optimism is unquenchable . . . which is just one of the reasons for his success in directing others how to sell. His article here is an antidote for the groaners and moaners.



all fields is at least three times as intense as it was prewar as production gears itself to keep pace with the nation's climbing standard of living.

We can look upon direct mail advertising as the spearhead in the battle to reach considerably greater product distribution and the resulting high standard of living. We've got so much to sell and we'll have so much more to sell that we'll all be busy for many years to come.

Consider, for instance, home construction. In 1946 it jumped to a monthly average of 265 million; then to 439 million per month in 1947, and to 598 million per month in 1948. The figures on lawn seed, household furnishings, and the numerous other things that are required to make a house livable are even more staggering. Residential construction is continuing unabated in 1949 and we haven't begun to alleviate the housing problem which has had a strangle hold on the nation since before the war.

Every item that goes into a house must be sold and undoubtedly this represents just one great opportunity for direct advertising.

A farsighted look at the U. S. economy lends credence to my optimism. Last month the Brookings Institution of Washington published an extraordinary book . . . "Controlling Factors in Economic Development" which was written by Dr. Harold G. Moulton and reviewed in the August issue of Fortune.

"The Promise of the Next 100 Years" is the title of the Fortune article . . . and the future never looked brighter. Dr. Moulton believes that by 2049 "regulated" free enterprise could satisfy the wants of 300 million Americans living eight times higher than their great grandparents. He estimates that expenditures that year will total 2.5 trillion dollars as against 151 billion in 1946.

Dr. Moulton's statistics for the year 2049 are impressive. Almost 450 billion dollars will be spent for food, nine times as much as in 1946. For shelter and homes nearly 500 billion as against 30 billion in 1946, while recreation and travel will account for more than 700 billion.

It is difficult to picture such growth and development . . . yet all will agree that we are headed for new horizons.

Dr. Moulton points out that expanding consumption is the base of the economic pyramid; that the chief problem

1949

1950

HARRIS-SEYBOLD COMPANY
Manufacturers of House Plans and Home Plans

OF INCREASING IMPORTANCE in Harris-Seybold's direct advertising is their outstanding MID-YEAR calendar program. Ninth in the series by Artist T. M. Cleveland depicts the "Theatre" in terms of small town life in contemporary America. Calendars and prints for framing can be obtained by writing Harris-Seybold, Cleveland 5, Ohio.

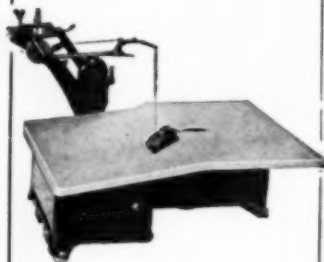
How to plant a nation -

A pointer for a sales trail

HARRIS-SEYBOLD COMPANY
Manufacturers of House Plans and Home Plans

AWARD WINNING inserts in ad journals "sell" the selling power of full color for Harris-Seybold Company. Double punch is achieved by using inserts in direct mail campaign to nation's lithographers. Harry Porter reports his firm's direct mail activities have increased to 48% of total sales promotion budget as compared to 34% in 1946.

**SAVE TIME
AND MONEY!
TIE BUNDLES
AND PACKAGES
THE EASY WAY
WITH THE FAMOUS
SAXMAYER
NO. 6 TYING
MACHINE!**



Latest addition to the SAXMAYER line is this highly efficient general purpose machine especially suited for tying such things as mail in direct mail departments. Using either twine or tape, it ties all shapes and sizes of packages up to 6 inches high. Attractively finished in enamel with white porcelain top. Legs furnished at slight additional cost.

Whatever your tying problem there's a SAXMAYER to meet your requirements. Write for illustrated folder describing 20 standard SAXMAYER Models serving over 100 different industries.

DEPT. A
NATIONAL
BUNDLE TYER COMPANY
Blissfield,
Michigan

is to ensure an ever widening distribution of income among the masses; and that the most effective way to achieve such distribution is to continue producing more at less cost.

The role that the advertising and publishing fraternities must play is rather obvious. Productivity and distribution are the result of demand, and the responsibility for creating and maintaining a high demand rests with those engaged in selling, whether it be products, ideas, tangibles or intangibles. Direct advertising is well integrated in the composite advertising and selling picture. As the growth that Dr. Moulton refers to begins to materialize, the postman will be required to make more and more sales calls, deliver a greater number of hard hitting selling messages.

Dr. Moulton does not believe, in view of the variety of economic forces, that perennial prosperity is a realizable goal. His answer to the question "Must the private-enterprise system be abandoned in favor of state socialism or communism?" is firm. "Such a conclusion would imply that the only criterion of the merits of an economic system is the ability to provide continuous employment for the entire working population. It would forget the advantages of the creative and driving force inherent in the competitive system and ignore the stultifying effects of the destruction of individual freedom and initiative that characterize government controlled and dominated societies. Free enterprise, despite its imperfections, weighs well in the balance."

It is an excellent summation of the case for free enterprise which irrefutably lists creative ability and opportunity as the major keys to our American way of life.

Much of the foregoing has been concerned with our long range picture. The immediate future appears to be just as bright.

Reviewing statistics, we learn that the yearly volume of direct mail has increased appreciably since 1945. Some estimates showed 1948 with an increase over '47. The REPORTER OF DIRECT MAIL ADVERTISING estimated the 1948 close to 1.2 billion dollars . . . an intotal volume of direct advertising to be crease of 10.9% over 1947.

As industry nears complete readjustment and supply versus demand causes a full competitive economy we can expect increasing activity in all advertising and sales directions. The growing preference for color is but one example of

this. In a survey conducted by the Magazine Advertising Bureau in 1947 it was discovered that along with the trend to more editorial color in magazines there has been a striking gain in color advertising. In 1939, color advertising represented only 24% of total inside lineage, but by 1946 its proportion had jumped to 40%. Particularly outstanding was the increase in four-color advertising. In 1939, one page in every eight was in four colors, while in 1946 four color advertising had doubled in proportion.

This trend to much wider use of color has been evidenced in all phases of sales promotion as well as in magazines and is reflected in the growing demand for multi-color presses throughout the graphic arts.

The graphic arts industry has grown tremendously during the past ten years, each division or process showing definite progress. Since the end of the war, modernization programs across the nation by enterprising and farsighted printers and lithographers have given us the capacity for the high productivity that is required.

Can you understand my optimism regarding the future for direct advertising, the graphic arts, and America as a whole? It is based not only upon facts, but also upon my faith in the capabilities of the men and women in our own profession, in the graphic arts industry, and the 300 million great grandchildren we'll have in 2049.

MORE ABOUT THAT

Dear Henry:

After reading your report "GOOD TIMES in Direct Mail," I am reminded of the following "That that is is that that is not not." The trick here, Henry, is to punctuate the above sentence so that it makes sense. This is an old one and you have probably seen it before but maybe you haven't.

Fred M. Reast
10 East 43rd Street
New York 17, N. Y.

REPORTER'S NOTE: That that case is easy.

We shot a gag into the air; it was reprinted everywhere. In some house organ next we read it—The Wall Street Journal got the credit. But let them lift it, if they please, we stole it from old Sophocles who in his turn, beyond a doubt, swiped it somewhere and sent it out. Credit? Even The Reporter doesn't know where this came from.

FOR BUSINESS ROUTINE



ARIEL BOND • *Inventory Index* • SCRIPTIC MIMEOGRAPH

From memo pads to letterheads . . . from index cards to production charts, Champion papers meet the demands of business routine.

Ariel Bond, an excellent utility paper, takes typewriting and printing splendidly. Scriptic Mimeograph, available in white and six colors, produces clear, crisp copies. Inventory Index can be used in general office routine as well as in specialized uses requiring ruling, punching, perforating, and die stamping. For both satisfaction and economy in business, it pays to use these three Champion papers. The Champion Paper and Fibre Company, Hamilton, Ohio.

Mills at Hamilton, Ohio; Canton, North Carolina and Houston, Texas.
District sales offices: New York • Chicago • Philadelphia • Detroit
St. Louis • Cincinnati • Atlanta • Dallas • San Francisco

WHATEVER YOUR PAPER PROBLEM

It's a Challenge to Champion!

THERE'S A CHAMPION PAPER FOR EVERY PRINTING NEED

KROMEKOTE

For excellent reproduction with catalog covers, post cards and inserts, or for packaging and labeling quality products, this cast coated stock is ideal.

SATIN REFOLD ENAMEL

Meets every requirement for quality publication and advertising printing—thanks to top-grade enamel coating, folding strength and its receptivity to ink.

WEDGWOOD OFFSET

Superior in color, finish, and printability, this paper is unexcelled for fine lithography. It is available in a wide variety of weights, sizes and special finishes.

ENVELOPE PAPERS

Champion manufactures an exclusive line of quality envelope papers. Their adaptability and general utility fill the requirements for every type of envelope use.

What's Wrong With Direct Mail

by

A. M. Anderson

Chicago Manager

Direct Mail Division

The Reuben H. Donnelley Corporation

REPORTER'S NOTE: Here's an article which should receive wider distribution than when first written. It was prepared by our friend A. M. Anderson for Commerce Magazine which circulates only in the Chicago area. We asked permission to include it in our Convention Issue. You should all enjoy it.

What's wrong with direct mail advertising?

The answer is easy: "Very little" if properly handled, and "a great deal" if improperly handled. I would not undertake to point out "what's wrong" were it not for the fact that direct mail advertising, when wisely utilized, is one of the most potent promotional media ever devised. Invariably, the errors stem from the mishandling of an advertising tool that is basically sound and effective.

The trouble with direct mail advertising . . . in practice . . . is the same trouble that is confronted in every other form of advertising. It does not consistently reach the right prospects. As a result, advertising becomes more costly than it need be, simply because it is wasted on people who are not and may never be potential buyers of the products or services offered by the advertiser.

All advertising is, in reality, a constant search for the perfect medium. The mailing list is the key to success in direct mail exactly as the type of circulation is the key to successful publication advertising, and the type of listeners is the key to successful radio advertising. Were this not of crucial importance, newspaper and magazine publishers and radio station operators would have little excuse to continue spending millions of dollars analyzing their readers and listeners. Publication and radio circulation is based on the common interests and tastes of people . . . people who like to read *Time* or *Good Housekeeping* or the *Saturday Evening Post* and people who like to listen to Arthur Godfrey or Milton Berle.

Media Money Wasters

It is this circulation that the advertiser buys, nothing more; it is this alone that the medium has to sell. Immense amounts of money have been wasted through the careless choice of media, because so much of the circulation is of little or no value to a given advertiser.

Direct mail circulation or lists are normally compiled along distinctly sharper lines. Dentists, doctors, owners of trucks, manufacturers of optical goods are the logical prospects for certain specialized lines of goods and serv-

ices, and precisely these people and their business firms can be compiled into direct mail lists. There is, of course, no such thing as a "perfect list" and decidedly few near-perfect lists. A company that can find one containing all or most of his potential customers and no one else is extremely fortunate.

Incidentally, my company, the Reuben H. Donnelley Corporation, is not a "list house" in the common understanding of the phrase. It has only three lists, not hundreds, although these three are noted for their giant size. They are the national automobile owners list, consisting of the names and addresses of all registered car owners, plus additional information on the make and age of their cars; the national truck owners list, consisting of the names and addresses of all registered truck owners together with the make, age, and weight or capacity of their trucks; and the national occupant list which is probably the largest mailing list in the world, reaching, as it does, 35,000,000 American families.

Use of Lists

Realizing the tremendous importance of proper lists, we have always been ultra-cautious in recommending new and untried uses for our three big lists. For many years promotional work involving the auto and truck owners lists were strictly limited to car manufacturers, rubber and petroleum companies, accessory houses, and the like. More recently, however, our views have been liberalized somewhat, by the successful results obtained by some advertisers who used the lists to promote what appeared to be highly improbable lines of merchandise.

The case comes to mind of the Georgia monument maker who back in the early thirties ordered the auto owners list for a dozen southern states at a cost of thousands of dollars. When asked what he intended to do with the list, he told us he planned to sell tombstones by mail. Well, we never did learn how many tombstones he sold, but we do know this: for years he continued to pay a handsome sum for each new annual compilation and his orders stopped only with his death. Obviously he had discovered that people who own cars are excellent prospects for tombstones, which may lead one to surmise that the Southern motorist must be a rather fatalistic citizen!

Other experiments have since shown what should have been apparent all

along: automobile owners buy just about everything.

While the inadequacy of lists is the most common failing in direct mail advertising, ranking close behind is the slipshod fashion in which dealer-help mail is often handled. This, of course, is direct mail advertising prepared by a manufacturer and supplied to his dealers who are then supposed to imprint them with their own names and addresses and mail them to local prospects. That's the theory of the idea, anyway, but all too often this promotional literature serves about as much good as a set of dumbbells, purchased in a moment of zeal by an overweight man, and then promptly put away and forgotten.

While the dealer-help plan is theoretically sound, it results in many disappointments for the simple and, to the manufacturer, exasperating reason that many dealers won't do their part of the job on time or even do it at all. The fact, of course, is that most dealers are not accustomed to such detailed and complicated tasks. They will not (1) get the materials imprinted, (2) compile or purchase a suitable list, (3) obtain mailing instructions from the post office, (4) address envelopes, (5) seal and stamp them, and (6) mail them. They have neither the people nor the time.

Hundreds of thousands of dollars worth of printed materials . . . much of it excellent . . . can be found by anybody who wants to look for it gathering the dust of years on dealers' shelves! Therefore, the best advice to the manufacturer is for him to assume all details of the dealer-help program. It is the only way that mailing can be assured and schedules maintained, and it is also the only way that dealer-help mailings can be tied in with certainty with the

manufacturer's overall promotional effort.

When one thinks about "what's wrong" with direct mail advertising, it is not long before he gets to some of the more commonly-held fallacies regarding the medium. One is that direct mail advertising is not read. You hear people say, "Oh, I just throw it all in the wastebasket!" A direct mail advertising man heard such a remark from a friend not long ago while riding their commuter train to the city. The man asked his friend if he invariably threw it all away or, perhaps, read one mailing piece occasionally. A trifle reluctantly, the friend admitted that he did read literature involving sporting goods as well as the mailings he received from several investment houses.

"Therefore, direct mail advertising is no good?" the direct mail man asked.

"Absolutely! I would use newspaper or radio advertising."

"We have been on this train for fifteen minutes," the advertising man replied, "and in that time you have finished reading your paper. It had, let's see now, 64 pages, eight columns to the page. You spent about five minutes on the front page, perhaps three on the comics, and about three in the sports section. That leaves about four minutes and I saw you glance at an editorial and read the headlines in the financial section. How much of advertising did you read or even take the trouble to look at?"

"Last night you played bridge at my house and the radio was not on," the ad man went on, "yet thousands of dollars were spent by advertisers for the programs that you never heard. Even if the radio had been on all the time, you would have heard only one program at a time . . . all of the others would have been sheer waste as far as



you were concerned. But you believe in newspaper and radio advertising and it is only direct mail that is no good because you don't read all of it . . . only the part that interests you."

The point is obvious! Nobody reads or hears every last word of any kind of advertising. He singles out what interests him. Advertisers, like nature, must be prodigal in sowing seeds. In the long run, it is probable that direct mail advertising has fully as high a readership as any other media.

"Shorts" vs "Longs"

Another widespread notion about direct mail advertising is that sales letters should always be short . . . never more than one page. On the other hand; of course, there are the "long letter" men who insist that mailings should run to a couple of pages, but they are far out-numbered by "short letter" advocates.

Lincoln said that a man's legs should be long enough to reach the ground. This will not have been the first time that an advertising man has paraphrased Lincoln by saying that sales letters should be long enough to do the selling job. If the job is a simple one, the letter may contain only a paragraph or two; if it is complex, the letter may have to have two or even three pages. "But," the short letter man exclaimed, "not everybody will read that much!" Right, everybody won't. The point is the letter will not persuade even the man who is willing to read it if it does not tell all that he needs to know.

Redundancy is, of course, another matter. There should be no superfluous words in any sales letter, whether it has one paragraph or 20. But, without wasting words, the letter should be exactly as long as necessary.

Another annoying notion about direct mail advertising is that every mailing should "hit the recipient between the eyes." This notion is held by what may be called the "clever" school of copy-



(Advertisement)

AD MEN CALL C.A.'S "SEVENTEEN STEPS" BOON TO MAIL USERS

Direct-Mail Course Complete With Samples, Gadgets, etc.

The first of "THE SEVENTEEN STEPS TO RESULTFUL DIRECT-MAIL"—a complete practical course in Direct-Mail planning, production and procedure, offered by CIRCULATION ASSOCIATES, 1745 Broadway, New York, is now in the hands of leading Direct-Mail advertisers, from whom it has received a flattering enthusiastic reception.

Drawn from the company's long experience in the production of resultful Direct-Mail for many of the country's leading advertisers, "THE SEVENTEEN STEPS" comprises a "work-bench manual" of Direct-Mail techniques and procedures that range all the way from the compilation of productive mailing lists to the final analysis of returns.

DESK-TOP FILE INCLUDED

In addition to the authoritative discussions of every phase of Direct-Mail procedure the course will include a profusion of actual samples of currently successful Direct-Mail material, together with such indispensable working-tools as practical record-forms for production procedure, scheduling and result-analysis, paper samples, color charts, trick folds, "gadgets" and other "showmanship" methods and materials.

To keep the course conveniently at hand for ready reference, CIRCULATION ASSOCIATES is including in its offer a special desk-top filing cabinet to accommodate not only the seventeen sections of the course and the accompanying samples—which will be mailed to you at intervals of three weeks—but any collateral material that you can add to build up your own current-reference file of resultful Direct-Mail.

TOKEN PRICE FIXED

Many thousands of hours of effort have gone into assembling the material for "THE SEVENTEEN STEPS" and many thousands of dollars in its preparation. To meet this expense, in part, the complete project is being offered to Direct-Mail users at the token cost of \$7.50 for the complete course.

What is more, the full purchase price will be refunded at ANY TIME and without question to anyone who fails to find "THE SEVENTEEN STEPS" an indispensable aid in the preparation of more RESULTFUL Direct-Mail. Return the coupon today and the file cabinet, sample material, and Section I of the course itself will be forwarded to you immediately!

CIRCULATION ASSOCIATES

1745 Broadway, New York 19, N. Y.

Send me "THE SEVENTEEN STEPS TO RESULTFUL DIRECT-MAIL ADVERTISING" with special file cabinet and supplementary material at a cost of \$7.50 complete.

Name _____

Company _____

Address _____

City _____ Zone _____ State _____

writers, which hold that a gadget affixed to the letter . . . some men stay up nights trying to concoct a new gimmick . . . is guaranteed to arouse instant and consuming curiosity. We at Donnelley's admire real cleverness as much as anybody and we have many times used gadgets, novel fill-ins, and other devices for attention-getting purposes, but we are still not members of the "clever" school.

We prefer a "workmanlike" mailing to a "clever" one. If a gadget will help a letter, we think it is workmanlike to use one. But, just as some top-notch magazine advertising is not "clever" but workmanlike, so direct mail advertising should be. This depends on what the immediate problem is . . . what is being sold, to whom, and under what conditions. I have seen superb mailing pieces, for the purpose, mimeographed on a government postal card, and I have seen ineffectual mailings, for the purpose, electrically typed on engraved stationery with enclosures in four colors.

Perhaps as pernicious a notion regarding direct mail advertising as any is the common belief that the only way to judge a mailing is by the immediate results. You may not realize it, but sometimes the best mailing does not necessarily sell the most goods. Listen to William Baring-Gould, circulation and promotion manager of *Time*, who a few years ago conducted a Circulation Letter Sweepstakes in which \$500 was offered to anyone who could properly classify seven direct mail letters in the order of their effectiveness before they were actually tested.

"Among those who entered this contest," Baring-Gould says, "was an advertising executive in Chicago who sent a letter along with his entry blank in which he said: 'The kind of bet I would like to make with you is that I can write a letter that would outpull any of your seven letters.'"

"Here is part of our reply:

"We are not taking you up on your bet because we are pretty sure that you could write a letter that would out-pull any of the seven you have read. So could we . . . if all we wanted to do was get a higher percentage of returns. But getting people to try *Time* is only part of our job.

"The other factor we keep constantly in mind is the 90-odd per cent of our prospects who will not subscribe as a result of our efforts in any given mailing. We are completely sold on the necessity of leaving an impression of

integrity and seriousness with these people, most of whom we expect to become *Time* subscribers at one time or another. We are quite sure that, reaching these people as we do year after year with our mailings, these efforts have a cumulative effect which, first, directly influence many subscribers we get . . . and, second, raises the renewal rate of our new subscriptions after we get them."

No Prestige Medium

Baring-Gould . . . a magazine man . . . made another statement that many advertisers might well ponder:

"When you are advertising to register how big you are, how good you are, how strong you are, then the only place for your message is in publication advertising. But when you want to make an important prospect realize what your service or your product can mean to him personally, then it is time for you to begin thinking about direct mail, too, by way of reinforced coverage to carry your message quite literally home to the prospect you are interested in reaching."

The other side of the "immediate results" fallacy is the equally wrong notion that the cumulative and long-time results of direct mail advertising can be overlooked as unimportant. They are unimportant only to the advertiser who is here today but who knows beyond question that tomorrow he will be gone.

What's wrong with direct mail advertising? Just about everything if it isn't used intelligently. Nothing at all, if it is.

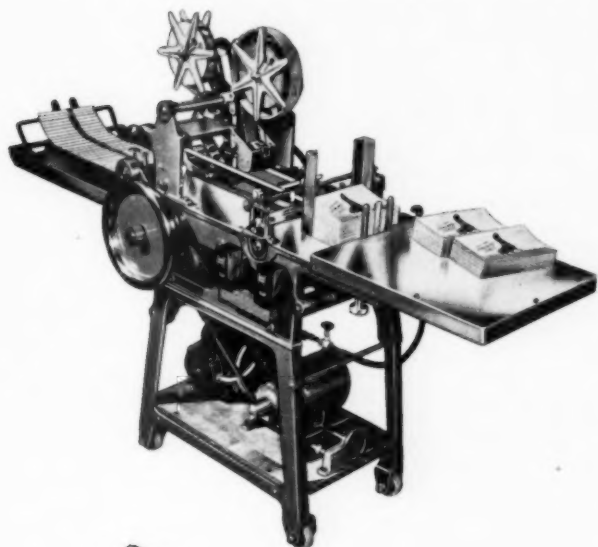
ABOUT MAILING MAILING LISTS

We have printed similar items before, but some people still seem to be confused about postal regulations governing the mailing of mailing lists.

Here is the definite ruling from the Post Office Department on the subject:

Mailing lists prepared by the stencil, mimeograph or similar processes are chargeable with postage at the third or fourth class rates, while lists which are handwritten or typewritten constitute first class matter. They must be mailed first class. Parcels of empty envelopes both blank and addressed are chargeable with postage at the third or fourth class rates according to weight.

With this Completely Automatic Machine SEALING JOBS ARE DONE IN A HURRY ...and at MUCH LOWER COST!



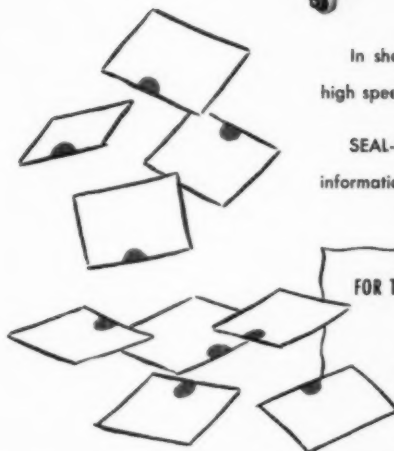
SEAL-O-MATIC does precise sealing of mailing pieces — from a government post card to a 96-page catalog—handling sizes from 2x4" to 9½x13" (¼" thickness).

6,000 to 15,000 sealings per hour is all in its day's work. A battery of five SEAL-O-MATICS handled a nine million piece sealing job in just seventeen days — a record, we believe. This machine works swiftly, quietly, tirelessly hour after hour and asks no upped rate for overtime.

Seals are positioned accurately, folded over the edge or as much as 2" from the edge.

In short: SEAL-O-MATIC delivers precise sealing — in unlimited quantity — at high speed — and at a cost away below that of manual work.

SEAL-O-MATIC service is available for your sealing jobs. Write for complete information.



FOR THOSE WHO DO NOT OPERATE THEIR OWN PRINTING AND MAILING SERVICE

There may be a SEAL-O-MATIC Machine in a service printery or bindery in your city or nearby. If not, please send us the name of your printer or binder and we will contact him on SEAL-O-MATIC service.

Seal-O-Matic

MACHINE MANUFACTURING COMPANY, Inc.

Chestnut, at South Main Street

SOUTH HACKENSACK, NEW JERSEY

Visit our Booth at the D. M. A. A. Convention — Booth No. 49-50

and at the M. A. S. A. Convention — Booth T

How A Heart Attack Started A Successful Direct Mail Operation

by O. B. Swallow

REPORTER'S NOTE: When I was in Fort Worth last June, I visited with the executives of the Panther Oil and Grease Manufacturing Company. It's a lively organization. Everyone from the office boy on up is focused on selling. I asked O. B. Swallow to give us his impressions of Direct Mail for the Convention issue. You'll find them breezy and interesting.

Take one coronary occlusion. (In the language of the proletariat, that means one blood clot hits a "bull's eye" in the old ticker.) Add Henry Hoke's fifty-two week course on "Direct Mail Advertising Training Program" . . . no plug intended. Throw in the wealth of wisdom contained in articles and books on the same subject. Include a few horrible experimental mailings. Suffer the pangs of torment for six months in trying to get your Direct Mail cost out of the "red" and into the "black". And . . . "Bingo!" You have a tested and proven Direct Mail Program that pays off \$10.00 in business for every dollar invested in mailing cost.

Each sixty days our Organization, the Panther Oil and Grease Mfg. Co. of Fort Worth, ("Out Where The West Begins"), Texas, puts out a 100,000 piece mailing at a cost of \$6,000.00. Sixty days later it has pulled a \$60,000 volume of business. The volume may be a little greater or a little less than this figure, but the average is always there.

It would be nice to say that this "plum" was the result of careful planning, foresight, and a thorough understanding of Direct Mail. But unfortunately such is not the case. It's the result of blind stupidity that finally found the light!

It's true that we had put out occasional mailings with feeble returns for many

years. But the Panther Organization actually got into the Mail Order business seriously like a bolt out of the blue. The Sales Manager, (your humble reporter thank you) was stricken with a heart attack! His physician told him in so many words, "That's all, Bub. This is where you get off. Your high blood pressure won't stand your present strenuous duties." So the Sales Manager immediately resigned his position; set up housekeeping in a back office; and leisurely began muddling through the muck and mire that finally developed into Panther's present Direct Mail Program.

Such a program, in many respects, is comparable to baking a cake. Anybody can bake one. Of course it may occasionally go into the oven an "Angel Food" and come out an "Upside Down" cake . . . but still, it's a cake. The success of the venture is dependent upon the ingredients used and the skill with which they are utilized after they are determined.

The Panther Organization has found the same thing to hold true in its Direct Mail Program. Through trial and error it was discovered that the most successful ingredients for its Direct Mail "cake" consists of:

1. A warm hearted letter.
2. A "Whoop 'em up Tony" four-page descriptive product folder.
3. An unusual premium offer for buying immediately.
4. A good he-man testimonial.
5. Ye' olde order blank.
6. An Air Mail Postage paid return envelope.
7. Weight permitting a penny mailing.

Since these ingredients have proved

so highly successful over a period of years they are never changed. However, every mailing receives a general appearance—changing overhaul.

For example, a standard letterhead is seldom ever used. Instead, the idea to be conveyed in the letter is illustrated with a nice drawing spread completely across the top of the first page where a letterhead would normally appear. The contents of the letter, for the most part, follow the theories expounded by the eminent Henry Hoke, Frank Egner, Bob Collier, and others.

Animated sales messages are printed in two colors on the backs of both the #10 outgoing envelopes and the #9 Air Mail postage paid return envelopes. But these are revised from time to time to give variety and freshness to the mailings.

The descriptive product folders are changed from one mailing to another in order to stress the particular products that the Organization wishes to push during a given period.

The premium used as an inducement to get the customer to place his order immediately is always an item that can't normally be purchased from the local merchant. Panther premiums have consisted of such items as a Magic Mirror Door Detective; a combination Pencil & Cigarette Lighter; a combination Pencil & Knife; a Twelve-In-One Tool that does practically everything except rock the baby to sleep; a hand painted western tie; a Magic Night Light that turns on automatically when it's lifted from the night stand, etc.

Our experience has taught us that the most lucrative field for Direct Mail results is from old customers. Fortu-

nately the nature of our business is such that Panther has over a quarter of a million customers from whom they may secure repeat business. Accurate testing has proved that in our particular industry it is economically unwise to write customers who have not made a purchase within the past four years. For that reason we restrict our mailings to a little over 100,000 customers who have purchased during the previous four year period.

Tests have also proved that maximum benefits from our mailings can be expected when they are mailed at regular sixty day intervals. In view of these findings, it has been the policy of the Organization to send out its Direct Mail pieces each sixty days for the past two years.

The use of color plays a predominant part in the success of our mailings. All pieces included in a mailing are printed on different color stock, and different colored inks are used to lend the greatest variety possible.

Our experience leads us to believe that any Organization planning a Direct Mail Program must be prepared to suffer financial reverses on the first few mailings. It costs money to experiment, and it takes experiments to find the most suitable formula for any individual business. But if an organization is willing to take a few losses until a Direct Mail Program has been established, the program can prove mighty profitable for them . . . just as it has for our own Company.

Perhaps the greatest good that comes from a Direct Mail Program is the encouragement and the financial assistance it affords the salesmen in the field. Panther salesmen work on a straight commission arrangement. And it's the policy of the Organization to pay the salesmen full commission on all orders received through its Direct Mail Program. The stimulation this policy creates gives Panther salesmen the proverbial "shot in the arm" that causes them to "get their tails over the dashboard" for even greater accomplishments.

If our experience with Direct Mail is worth anything, we'd highly recommend that it be made an integral part of every sales organization. While we stumbled into it by sheer accident, perhaps our experience may influence other organizations to go into it on a carefully planned basis. It can and will prove profitable for any organization that gives it serious thought and consideration.



ADDRESSOGRAPH DEPARTMENT - Where over 100,000 envelopes are addressed each sixty days. (Left to right) Vivian Mitts, Thelma Plummer



THE WRECKING CREW—(From left to right) Wanda Harbuck . . . "Our Gal Friday", O. B. Swallow . . . "The Analyst", James Ed Tucker . . . "The Work Horse", Martha Lee Dukes . . . "The Statistician"



Think, Talk, Build For Peace And Prosperity

by Whitt Northmore Schultz

President and Partner, Northmore's, Highland Park, Illinois

"Think, Talk, Build for Peace and Prosperity!"

That slogan is stamped on every package and every piece of mail that leaves Northmore's headquarters in Highland Park, Illinois.

Northmore's has found, in a modest way, that if we plan and if we build for a bright and profitable mail order future, it'll be ours!

Starting in a small room over a garage without one customer on our books, Northmore's now helps 25,000 folks across the nation shop the easy, speedy, thrifty way—by mail.

In addition to these 25,000 loyal "arm-chair-shoppers" (they've just about all re-ordered!) we have over 500 dealer accounts—all reached regularly by mail.

Thanks to the excellent counsel of mail order leader, Miles Kimball, and to the excellent publicity in leading periodicals given Northmore's home products, we've been able to make many good friends by mail. Some of our customer's names are regularly listed in "Who's Who" for we've found that even the famous buy by mail.

When Henry Hoke asked me to write this article, I surely was honored.

I'm right proud to be counted in with the other fellows in mail order—a grand group, by the way, who are most willing to help a newcomer.

In one of Henry Hoke's recent and sprightly-written letters, I was asked these questions: 1) how did we get our start in mail order? 2) what mistakes have we made? 3) what have we learned while selling by mail?

An advertisement in the New York Herald Tribune in November, 1946

started us in mail order. That ad cost \$80—and there surely were long conferences with my partners about such a "big" expenditure. We advertised a brass stamp holder at \$3.50. We placed the ad . . . then forgot about it. A few days after the ad appeared in New York, we stopped at our post office. Our box was filled with letters—each an order, each with a check for \$3.50! And as we took out the letters, Postal officials in back were putting more and more in the box. That ad pulled 900 orders . . . and they're still coming in . . . and that started us selling by mail.

Early mistakes? Trying to do everything myself—from opening the mail to packing and shipping, to writing all letters. I soon learned how much a good secretary can help, and that you make progress in this business by using your head. As my Dad used to say, "Son, money is made from the neck up!"

What have we learned? A great deal . . . but we've only started. I read everything that's written on mail selling. And, from experience, we've learned that:

1. Anything can be sold by mail.
2. What we think might be a wonderful mail order seller isn't—and visa versa.
3. The majority of mail order buyers are honest—we've never lost a penny on a bum check.
4. Immediate delivery is most important.
5. A customer, treated well, remembers . . . and buys again . . . and again.

Perhaps Northmore's mail-selling rules will help others interested in selling gifts and housewares by mail.

Here are Northmore's unwritten rules:

1. Our customers are always . . . and unquestionably! . . . right.
2. We will sell only products that will help our customers make their homes and their lives finer and more pleasant.
3. Northmore's treats its customers as we wish to be treated . . . well and with respect.
4. All orders are filled the day received. If this is not possible our customer is informed at once, usually by airmail.
5. A customer's name is most important to him. Make certain on all correspondence and on all labels that his name is spelled correctly.
6. If a product purchased is defective, or damaged, our customer will receive a new replacement at once via special delivery the day his complaint reaches us.
7. If a customer is not delighted in every way with his purchase, his money is instantly and cheerfully refunded by return airmail . . . and no questions asked, just a friendly letter sent with the refund.
8. When addressing we spell out, whenever possible, the customer's complete name and address. No abbreviations. Incidentally, we always attempt to put the city on one line and the state, in capital letters, on the bottom line, by itself. Remember, the mailman reads up when sorting the mail.
9. Every Northmore customer . . . and every mail shopper . . . is unquestionably honest until proven otherwise.
10. All invoices received by Northmore's will be paid the day they arrive.

We at Northmore's still have a great deal to learn. We're learning every day. We're reading everything that's written on mail order . . . and it makes interesting reading, too.

I feel certain that more and more of the 149 million Americans will be shopping the easy, speedy, thrifty way . . .

Yes, I see a bright future for all dependable concerns selling by mail!



bring your layouts to life:
 print on *Ticonderoga Text*
 and **COVERWEIGHT**

Feature attraction on your printing program is Ticonderoga Text and Coverweight! Right for every process—letterpress, offset or gravure.

The perfect combination for menus, programs, booklets and brochures.

Watermarked, plain and deckle-edged Ticonderoga Text comes in 7 colors plus cream and brite white, laid or wove, with envelopes to match.

For double success, team it up with Ticonderoga Coverweight.

International Paper Company, 220 East 42nd Street, New York 17, N. Y.



INTERNATIONAL PAPERS
 for Printing and Converting



"Ignorance Is Bliss" - - -

And Being Ignorant, It Proved Profitable

by Jack Tillotson

It's trite to make such a statement as "Ignorance is Bliss", but if I hadn't been awfully "innocent", which is just a refined word for "ignorant", we should never have had the business we have today.

A business that furnishes employment to 200 to 300 people, housed in our nearly new (now two years old) 200 by 400 foot building, with a million subscribers to *The WORKBASKET*, plus our growing PROFITABLE HOBBIES MAGAZINE, plus a mail order catalog business on art needlework and handcraft supplies. All of this is the result of DIRECT MAIL, for until a few years ago, we had never even tried any space or radio advertising.

To begin with, you see, I didn't know that one wasn't supposed to make money on circulation. Had I realized that the advertising was supposed to carry the load, and that circulation expense was just a necessary evil, I would never have had the nerve to try what we accomplished. It was only recently that the pages of *The WORKBASKET* were opened to advertisers.

The Background

For factual background, let's go back a few years to set the stage for our beginnings with DIRECT MAIL and cover the steps that have brought us to our present operations. We were running a syndicate service, supplying needlework patterns and directions to a number of publications. This has been a family business, as Mrs. Tillotson supplied our ideas for designs and directions, and has always been the guinea pig for pre-testing any copy or sales ideas.

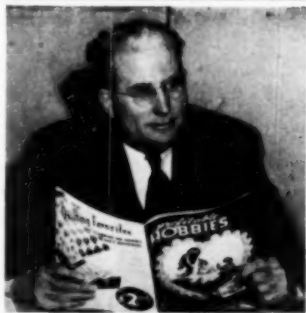
Each month we had to have a bunch

of new ideas and designs. One month's idea was for a "service", where for a dollar, the subscriber would get a hot iron transfer and some printed directions for knitting or crocheting each month throughout the year. This service was called "The WORKBASKET". As a syndicate idea, it was a flop. But we were committed to continue supplying the service each month, as we did get two or three thousand subscribers. The enthusiastic initial printing order, fortunately was cut from 25,000 to 10,000—and this surplus was then stored along with other "left overs" in my "Bad Guess Room".

While *The WORKBASKET* met with a cool reception, we did find 10¢ orders for hot iron transfer designs going good through the syndicate. So, we organized our first Direct Mail Campaign. Said campaign consisted of our renting a thousand names, and testing four different pieces of copy to these names. Since this was a side venture, Mrs. Tillotson and I addressed these first mailings at home at night on the kitchen table.

We asked for a dime and five post cards addressed to their needlework loving friends. These friends then got the same message printed on these addressed cards. Later we switched to a three-color circular. This was printed on an 8½x11 sheet, folded twice and the front became the address side; the back became an order coupon with eight ruled off spaces in which they could list names of their needlework-loving friends. These names were then clipped and pasted to additional circulars. We asked 20¢ this time. Later we added a return envelope to this circular, and found that it increased our returns 20-25%.

After a few seasons, this "side line" operation ran its course, and we found that we had four or five thousand recommended names on hand. In the meantime, *The WORKBASKET* had refused to die or to get well. The only promotion done on it was on the back of the envelopes in which we sent out patterns. We made an "introductory" offer of three extra issues with a year's subscription. Yep! You guessed it—



Jack Tillotson

REPORTER'S NOTE: Here is one of the best articles we have ever had in *The Reporter*. Well . . . it isn't exactly an article. It's more like a transcript of a "bull session" with Jack Tillotson (Modern Handcraft, Inc., 24 and Burlington, Kansas City 16, Missouri) at ease and telling us of his experiences with Direct Mail. Jack is that kind of guy . . . willing to help others by revealing his "secrets." You will want to save this article . . . to refer to frequently.

that's how we got rid of those issues we had over printed.

Start of Testing

By now The WORKBASKET had grown to over 20,000 subscribers, so I decided to make some test mailings on it. Two of these tests consisted of a form letter, order blank and return envelope. The test I really expected to do the job was a two-color circular; a letterhead and form letter on the first page, inside an outline map of the United States in red, and overprinted in black, testimonials from the various states. The back page was a month-by-month review of what had been in The WORKBASKET the past year, at the bottom was a coupon order blank with scissors and dotted line. This piece flopped, and had I been testing only the one effort, probably I would have stopped there. One of the two letters showed promise, and by rewording it, etc., this became the piece that later was to produce 425,000 new WORKBASKET subscribers in a three-month period—thanks to help from the old accumulation of recommended names.

Basically, our operations today are very similar to our beginnings. We rent lists of women's names who have shown a home or household interest and have bought something by mail, or at least sent in a coupon, etc. These names may be from radio offer, space, or another direct mail proposition. Compiled lists have never worked for us. At times, when returns are "hot" we can occasionally make "Rural Route, Boxholder" mailings stand up. We have never been able to make a contest name pay, even though the same lists from space advertising were good. Bear in mind that our mailings have had to pay the cost of the mailing, and the fulfillment of the year's subscription. We will mail any list that indicated from test it will break even on our "out-of-pocket" expense. We depend upon the better lists and repeats to carry the overhead and make a profit.

We have always tested constantly, not only lists, but any and all factors which we have thought might have a bearing on our returns. Our conclusions about all tests are that conclusions are inconclusive. If there is any pet peeve I have, it is where someone mails a few hundred or a few thousand and then dogmatically states that such and such a fact is the gospel truth. We try to make tests from some large list that has a pretty constant level of performance. We will shuffle the names

Continued on page 24



A marionette needs the pull of a good manipulator... your mailing needs the pull of a good envelope. Its success or failure depends on it. To get the most pull from your mailing, try Cupples personalized envelopes. Their distinctiveness of design will go far in pulling more and bigger orders. The smart use of color will dress-up your present envelope and increase the number of readers of your mailing. When next you prepare a mailing allow us to work with you in making it a success. Our art department is ready to handle any problem you may have and work out a solution for you.

S. Cupples
envelope co., inc.

360 Furman Street • Brooklyn 2, New York

BUNN Mail Tying Machines

* * *

Time Savings!
Labor Savings!
Twine Savings!
Money Savings!

Compare these features:

- Every machine unconditionally guaranteed to give satisfaction
- Does the work of three of your fastest operators.
- A tight secure package in 1½ seconds.
- Any size or shape package tied without change or adjustment.
- Either a Cross Tie or Multiple Wrap (2 or 3 times around) with only one knot.
- Simple to operate—just step on the foot pedal.
- Machines engineered to suit your requirements.
- Mobile—can easily be moved to any department.
- Ties every time, no misses.
- Years of dependable service without repair.
- Twine savings—average 8 inches per package
- Over 40 years of experience behind each machine.
- Conforms to all Postal Regulations.



Prices and illustrations furnished upon request.

B. H. BUNN COMPANY
7601 VINCENTEN AVENUE
CHICAGO 20, ILL.

into equal lots for the various number of tests we hope to make. One lot becomes our control, using the regular mailing we are currently making. Naturally, you can test only ONE factor or variable at a time. One lot may have a different return envelope, or a different order blank; or we may test one color versus two colors, but there will be only one single factor different in that lot or group from our control group. All tests are taken to the post office at the same time.

The size of our test will vary, but never less than 2500, more likely five or ten thousand, and on some tests it might be 25 or 50 thousand, or possibly a hundred thousand. Likewise, the results of our tests will vary. But after several tests, usually in increasing quantities, we add up all totals and maybe we can arrive at a conclusive decision.

Conclusions From Tests

Here are some of our particular conclusions for our particular business—and it is quite possible that we should be re-testing some of these factors.

As I said, basically we use a form letter, return envelope and an order blank. Our letters are one color. We have found some tests with two-color letters doing better, but the two-color letters have not been consistent performers, or at best only produce enough more returns to about pay for the added costs. With time a big element, we haven't been able to wait for the second run for color. Some of our letters are offset, either from slick proofs pulled from type, or a black typewriter ribbon. Our big runs are from electros of the set type in typewriter style, and we print the letterhead, signature and body all in one operation—eight fronts and eight backs at a time. We use blue ink and 16-pound sulphite.

We have tried using circulars, and they usually bring just about enough more to pay their cost. Time prevents their use. We used to use a two-color order blank with testimonials printed on the back. We weren't able to prove enough added response to justify their use. We have frequently tried "fancy" order blanks, but they haven't paid.

On the return envelope, we use some illustrations and testimonials on the back, and "Rush to Aunt Ellen" on the return address side. The subscriber pays postage. We have tried Business Reply, but concluded it didn't pay. In fact, one test actually produced more orders where the subscribers paid the postage.

We use a 6 ¾ penny saver envelope printed in blue, and a teaser in red on the out-going envelope. We once bought 100,000 colored penny savers, and a like quantity of return envelopes in color. We used these up in tests along with our regular mailings, and couldn't come to any conclusion as to their value or lack of value.

Mailing as extensively as we do, we are bound to have many duplicated names, and also frequently solicit our present subscribers. We have tried using an explanation insert and requesting that they hand this letter to a friend, etc. Invariably our net returns are less when such an insert is used.

The above applies to our soliciting new subscriptions for The WORKBASKET. To begin with, we gave a printed slip with their last issue, with the "Warning" that if they didn't wish to miss an issue, to rush their renewal by return mail. They even had to furnish the envelope. Later we sent post card announcements of expirations. Today we send the first renewal letter 90 days before expiration, another one 60 days, one at 30 days before, and one the month of expiration; another goes out 30 days after and the final notice 60 days after expiration. Later we make a clean-up mailing from time to time on the expirations that have not renewed.

After considerable testing, we have found a window envelope the most effective renewal mailing. We use a variety of letters, from 8½x11, down to 5½x8, and one of the series on The WORKBASKET is a "NEEDLE-GRAM" in telegram imitation, and on PROFITABLE HOBBIES we use a "HOBBYGRAM". Late in the series we have tried an Air Mail business reply. It produces better, but the added cost just about offsets the results. We address direct from our Elliott stencils to the back of a wallet flap, or remittance envelope for the return, and of course, this is the advantage of the window envelope. We have tried separate order blanks and return envelopes, but usually the results are not as good.

We use a similar procedure on PROFITABLE HOBBIES, except our original letters soliciting subscriptions go in a window envelope with the address already on the order blank. As for addressing, we use about all kinds—labels, hand written, stencil and typewritten. Tests have indicated that they produce in about that same order, with the typewritten addressing being the best. This is a point which we have waited

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- CATALOGS
- HOUSE ORGANS
- FORMS
- BOOKS
- LITERATURE
- MANUALS
- NEWSPAPERS
- SPECIFICATIONS
- MENUS
- INSTRUCTIONS
- REPORTS

"I am the office type compositor. I used to do the office typing...but now I produce the type matter for all our printing needs...from an office-form to a catalog. The Vari-Typer is a type composing machine. It gives me finished repro-proofs of type composition...instantly ready for any method of reproduction...with squared margins...spaced out with true typographic correctness...and with that finished *printed* look. It wasn't much of a change-over from my typewriter to my Vari-Typer in simplicity of operation. But...the savings, alone, make possible a full printing budget well within the costs set down by our new strict economy policies. Printing is the life-blood of business. Don't cut down on its *supply*...cut down on its cost...with *Vari-Typer!*"

Send this coupon now

The type matter for this "ad" was composed on the DSJ Model. Its operation is the same as the Standard Vari-Typer Model but works on the principle of "Differential Spacing." Note how the widths of the individual characters vary. The DSJ automatically spaces out each letter to its natural width, producing the true typographic appearance you see in this copy. It has instantly changeable faces in all the popular styles and sizes. The coupon below will bring complete details.

Free!



RALPH C. COXHEAD CORP.

720 Frelinghuysen Avenue, Newark 5, N. J.

Vari-Typer

Reg. U.S. Pat. Off.
and foreign countries
Marca Registrada
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Send complete details at once.

NAME _____
COMPANY _____ POSITION _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____

CURIOSITY

•
•
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•
•

•• KILLED A CAT

but it never killed a sale!
Invisible Ink Magic Mail-
ing Cards and Enclo-
sures bring visible sales.
Henry R. Hoke, Jr. is one
of my strong boosters.

MORLEY W. JENNINGS

"The Invisible Man"
East Orange, N. J.

to test further—but again, it frequently is a matter of time and ability to get out mailings as scheduled.

Along the line of testing, a few paragraphs back, when I said my pet peeve was the bird that makes such startling and positive statements after mailing a few thousand pieces, here is an example: Frequently we get bunches of names containing several hundred thousand that have just been dumped into boxes after the previous user gets through with them. We address from these and stuff for mailing, using the return envelope for a key. We print our envelopes up in 2,500 - 5,000 - 10,000 - 25,000 - 50,000 - 100,000 and occasionally 250,000 lots. As a consequence, we will frequently drop in the mail on the same day. Fifty and hundred thousand lots from the same source of names. By this time they have become about as well sorted and mixed as possible, I believe. However, overall returns from such lots will vary 10-20%, and not infrequently there will be 25-35% difference.

In testing new lists of names, there is no set rule as to how many we will test. If it is a list that looks good, similar to other good lists, we may try five or ten thousand, or occasionally 25,000. If it is a doubtful looking list we will likely try only 2500, just in hope that it might make the grade. If it about breaks even, or just over, we will retest. The quantity depends upon the size of the list, but we like to have some tangible evidence of what to expect from around 10% on a close list. If the first test has been as much as 5,000 or 10,000 and is well out ahead of the break-even point, we retest 25,000 or 50,000 if it is a large list and we have time to make the retest. Otherwise, we are likely to order the balance and hope for the best. The full run of a list seldom equals the test in returns. There will be exceptions. Another peculiar point is that on retesting a close list, it seldom does nearly as well on the retest. But we are optimists, and occasionally we open up another list, always avidly looking for new names.

Intimate Letters

Another point about our letters, they are very personal and intimate, and signed by "Aunt Ellen". She has become a real person in the minds of her friends throughout the country. She gets birthday and Christmas cards, samples of her friends' handiwork, requests for help and information, as well as per-

sonal calls from people traveling through Kansas City.

Most people, upon hearing about The WORKBASKET for the first time jump to the conclusion that it is for old ladies living in the country. We mailed 10,000 questionnaires on the 9th of December to subscribers. In spite of this being the very worst time of the year to do anything like that—and we would not consider making a subscription mailing then, we received over a third of these back—full page forms. We even learned some things to our pleasant surprise. 3% of our readers are under 20 years old. The average age is a bit over 30 years. Over 90% have electricity, 38% are married, 19% list their husbands' occupation as "farmer." But 100% of them have subscribed by mail, with probably 90% from Direct Mail, the rest from space advertising.

There is a phase of our business that now threatens to overshadow The WORKBASKET in annual volume. Since Aunt Ellen gives her readers ideas for making many needlework items each month, the logical thing for her to do is to help her friends get their needlework supplies at a big saving. This she does through the "Aunt Ellen's Needlework Catalog". Each new subscriber to The WORKBASKET automatically gets this catalog and as a subscriber, she becomes a member of "the world's largest needlework club" and gets supplies for herself and her friends at a discount.

Production Economies

In addition to trying to get the maximum returns for dollars spent in promotion, we have to be equally zealous in our operating economics. While The WORKBASKET and PROFITABLE HOBBIES are printed outside on rotary presses, we originally did the printing in our own shop. Most of our other printing we do ourselves, except in the rush season when we can't handle it, we farm jobs out. We usually find it cheaper, however, to pay our own force over time, and they like the extra income. In addition to our four cylinders, we have a couple of jobbers, which we now use as little as possible, for we consider them uneconomical. Our biggest savings come from three Davidsons—on which we can print either relief or off-set. For relief we use rubber plates; we imprint and key envelopes, run order blanks as well as

renewal letters and shorter runs of letters for tests, etc.

Along with the printing equipment we naturally operate our own bindery; we have made bindery trucks mounted on two-wheel skids with legs in front. A small jack hooks on in front, enabling us to move the skids easily to stuffing units. Likewise, we have built our stencil racks on the same type skids. When ready for addressing, the complete skid is taken to the addressing machine. When the trays on one side are run, the skid is turned around and we run the other side. We likewise place the skid of envelopes alongside the machine, and an empty skid for stacking the boxes of addressed envelopes.

We try to eliminate all extra handling of materials wherever possible. All incoming freight is loaded directly to platform skids, then stored as needed, and later skidded to the point where it will be used.

Since our business runs pretty much by seasons, we have always had the problem of either a feast or a famine. This was especially true on new subscriptions. By the time we would get a stencil cutting crew broken in, the season was over and we didn't need them. We solved this by farming the work out to a widow with two small children, who could not take a regular job. She, in turn, has recruited a force of ex-typists who want to earn money but cannot take regular jobs. It is highly satisfactory for all concerned, as the prime contractor comes to our place to pick up the work, delivers it to her force and returns it to us two days later.

Prior to building our new plant, we operated on two floors in two buildings. With about the same number of employees, we have handled 50% greater volume of business, with it all on one floor in one building. We use conveyor belts; have a carpenter shop for building our tables, files and sorting racks etc. We use tying machines at several points throughout the building. Recently we ordered four inserting and sealing machines to decrease further our operating costs. We have one of these in operation now, and are highly enthusiastic over the possibilities, as we believe they will pay for themselves in a few months.

As Ben Franklin said, "A Penny Saved is a Penny Earned", but we are constantly on the lookout for ways to save a few fractions of a penny on any operation, for it does add up.

"We licked an overtime problem!"

"...BY CHANGING OVER TO HAMMERMILL BOND!"



"OUR TYPISTS used to have a lot of trouble finishing by five because of the paper we were using. If I happened to find one little mistake in a letter, for example, it usually meant it had to be retyped because the paper looked so messy after it was erased.

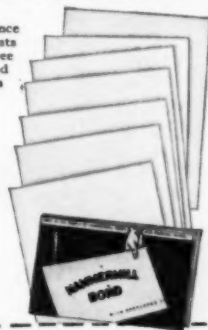
"All that overtime cost us money. So we decided to try Hammermill Bond. Now our letters look cleaner and brighter, and my secretary says this paper erases so well she never has to stay after hours to do a job over. I'm glad we changed to Hammermill Bond."

See what a difference Hammermill Bond will make in the appearance of your own letters... and in the efficiency of your office. Your typists will turn out neat finished work every time on this firm, glare-free paper. Send coupon today for FREE trial sheets of Hammermill Bond and test it yourself. We'll also include a sample book showing this fine paper in white and 14 pleasing colors.

HAMMERMILL BOND



Companion papers for office use include
Hammermill Mimeo-Bond and
Hammermill Duplicator



Hammermill Paper Company, 1621 East Lake Road, Erie, Pennsylvania

Please send me—FREE—a sample packet of Hammermill Bond sheets and a sample book

Name _____

Position _____

(Please attach to, or write on, your business letterhead)



TR-SE

FROM RAGS TO RICHES . . .

by M. P. Brown, Fort Worth, Texas

Jack Carr, that wild Irish letter-writer in Florida, wrote a book not so very long ago, and somewhere in that book he said he was going to tell how to become a letter-writer . . . *in one easy life-time!*

Today I feel like Jack Carr.

It all came about when Henry Hoke, the handsome and astute editor of *THE REPORTER*, made a trip to Texas a few months ago, and I seduced him into coming to Fort Worth to talk to our local Direct Mail Club.

The previous night Henry had been richly entertained by an advertising group in Houston, at the world-famous Shamrock Hotel. He was *suffering* (that is the only word for it!), and in this condition, being of unsound mind, he asked me to write an article for this Convention issue.

Says I to Henry, "What shall I write about?" And he says to me, "Oh, tell 'em how you built your business." And that's why I think of Jack Carr . . . "in one easy life-time" . . . for I'm not far from being as ancient as Jack and neither of us will admit within twenty years the date on which we were ushered into this wicked world.

Here are a few of the sordid details:

Away back in 1919 I bought a multigraph, on credit! You see, I had "read a book" on letter-writing, and I was an expert. I knew all the answers and if anyone doubted this I would gladly disillusion them. So, with this multigraph I expected to quickly corner the direct mail market . . . writing letters and turning them out complete for contented clients.

So I girded up my loins and sallied forth. The very first job wasn't one for an expert copy-man . . . it was a mechanical job . . . 28,000 3-page let-

ters for an oil promoter. Wow! Back to my office (with no employees) where I learned to set multigraph type, spending untold hours with those three bloody pages. And then, not knowing a motor could be attached to my precious multigraph, I ground out 28,000 letters . . . 3 pages . . . 84,000 total. And not knowing anything about hand-feeding, I picked up each one of those 84,000 sheets and carefully, lovingly and individually ran it through the multigraph!

That was the beginning of a marvelous career . . . first in the commercial letter business; later as a creative writer, mostly letters . . . and still later my own mail order business. It's all been fun . . . but as the years have passed, and the thatch atop my noggin has grown thin, I have learned how little I know, and how far removed I am from being an "expert."

Yes, the only trouble now is the realization of how much more there is to learn, and the years are running out! I've always been a reader, so most of what I know was learned from what others wrote—plus experience. To me this isn't study—it's fun—for I get a huge kick out of every new book (and many old ones)—every trade magazine—everything pertaining to mail selling, or any other kind of selling. And I've found that even those authors who write with an axe to grind (and they are legion) and those with 99-44/100% theory and no experience, do occasionally come up with an idea that can be twisted into something worth while. I like to pump other brains of all the information I can get.

But what the devil do the readers of this magazine care about all this blurb of mine? Can I tell you something

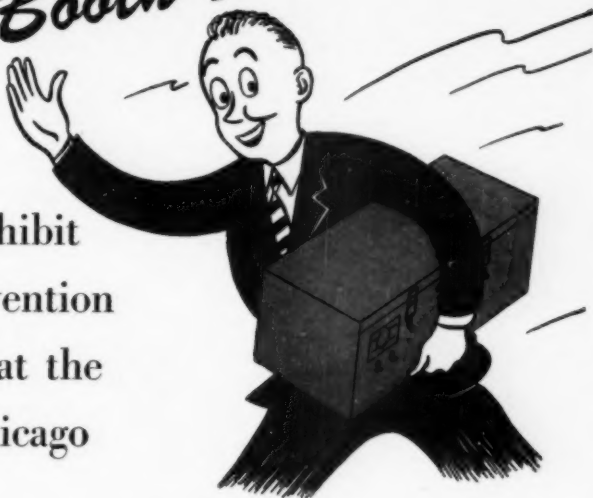
you can turn into dollars? If so it is simply this: That there is no experience really worth while . . . until you've started *spending your own dollars in the mail*. Telling a client how to do things . . . reaching your hand into *his* kitty for the wherewithall . . . just doesn't get you down to bed-rock. But start sending out a million and a half, or more, letters a year and *paying for them out of your own pocket*. Boy, what a difference in outlook!

Then you'll begin to dig, and dig deep. Then you'll learn there is only one yardstick with which to measure mail advertising . . . and that is *results*. Quick results! Cash results! Profitable results! Try out a mail order idea of your own, with your own money, and find out. It may be painful . . . but it's fun.

REPORTER'S NOTE: I'm afraid M. P. (Buster) Brown is too modest. I wanted him to talk about his products and how he sold 'em. When I visited his plant in Fort Worth last June, I was amazed at the clean and quiet efficiency . . . the selling spirit which pervaded the place. I was amused, but awed, by the way Mrs. Brown protects the precious mailing list of hundreds of thousands of mail order customers. Their names are locked up in an enormous fire proof safe. This list has never been rented or sold to anyone. "Buster" hasn't mentioned it in his short article . . . but you ought to know. For six months during the year, he sells by mail, and his plant produces Christmas Letters. For business organizations in every state. During the other six months, selling and plant are focused on collection stickers. Goodwill for six months. Demands for six months. Sounds nearly as extreme as Fred Dexter's Nuts and Disper tie-up down in Houston. But it works. If you ever get to Fort Worth . . . be sure to visit the Brown's and see an amazingly successful Direct Mail operation which started as a general lettershop—but which gradually dropped all of its customers in favor of one sure and steady client, the boss himself.

"See you at Booth 1"

PLASTIPHOTER exhibit
at the DMAA Convention
Sept. 21, 22 & 23, at the
Congress Hotel, Chicago



Yes, we'll be looking for you there—to demonstrate the big money-saving advantages of Plastiphoter, the remarkable new device for producing direct image and photographic photo-offset plates right in your own office.

Cash in now on Plastiphoter's 8 WAY PROFIT PAYOFF:

1. No more delay waiting for plates that were "sent out". Plastiphoter does the job in minutes! It takes care of rush jobs, gives photo-offset duplication with less expense in time and money.
2. The Plastiphoter costs a fourth as much as the ordinary equipment heretofore needed for making photo-offset plates.
3. It eliminates the bulky and expensive arc light, vacuum frame and whirler formerly required for photo-offset plate making.

4. It gives you a per-plate saving of more than 50% by utilizing the time-tested photographic Plastiplates instead of costly, harder-to-process metal plates.

5. It saves floor space; the Plastiphoter is only 15" wide, 23" long, and 36" high; it needs only 3 square feet of office space for operation.

6. You save the whole cost of your Plastiphoter by the time you make approximately 100 photo-offset plates! This statement has been proved by many users.

7. Operation cost is negligible. The Plastiphoter requires no high voltage lines, no special wiring. You just plug it in on your regular 110 volt current.

8. Now, anyone can make photo-offset plates. The Plastiphoter is easily operated and no special training is necessary. You save in labor cost and also control the entire operation from start to finish.

• • •

See Plastiphoter at Booth 1 at the Convention, or write for details to Duplicator Supplies Division, Remington Rand Inc., Bridgeport 1, Connecticut.



Remington Rand

THE FIRST NAME IN OFFICE DUPLICATION

Battling For The Bucks With Mail Order

by

Ralph Curtis

REPORTER'S NOTE: I have been after this fellow Ralph Curtis for a long time . . . to give us a down-to-earth article on what he's doing out there in Tulsa, and what differences he has found in working in Oklahoma rather than New York. It was harder than feeding castor oil to a rambunctious kid . . . but he finally capitulated. His story was worth waiting for. It contains helpful hints for every one of us.

Just as you know . . . Ralph T. Curtis was former advertising manager of one of New York's largest publishing companies. He was President and Stem-winder of the New York Direct Mail Club which became inactive after he departed. (The war had something to do with it too.) Ralph is now stockholder, director and general manager of Ross-Martin Company, P. O. Box 806, Tulsa 1, Oklahoma. Read his stuff. Then get to work. There's lots more you could do.

Henry asked for a "symposium," whatever that is. So this is a symposium in spite of the fact the book says it's "a drinking together or a banquet at which there is brilliant and entertaining conversation or exchange of ideas." Let's leave out the brilliance.

The guy who, disillusioned, said he was going to leave the big city and move into a small town because he'd rather be a "big frog in a small puddle" than a small frog in a big pond," got this sage observation from his mother:

"Listen, son, there's no such thing as a big frog in a small puddle!"

This westerly trek of mine was premeditated—and with malice aforethought—namely: to get a lot more living out of life and, incidentally, to store away faster more of the material things. The former has been accomplished. The battle for the bucks is progressing.

Now this Narrator (I'm stealing Henry's style—he calls himself "this reporter") is not what one agency man in New York back in 1945 facetiously called "one of the 'big shot' admen in a 'big shot' company in a 'big shot' city."

Instead of being an expert, this Narrator had experts at his beck and call. He had experts on layout, artwork, combination halftones—on grade, weight, color and opacity of paper. And, finally, experts on postal regulations for bulk mailings, and what NOT to do when mailing to foreign countries. By phone or over the lunch table he could talk with authorities on lists and printing processes, or glean some gems from the Horace Nahms, Victor Schwabs, and Lynn Sumners. Later, you'll see what I mean about having to broaden one's knowledge when leaving the big city.

Three years ago your Narrator pitched his tepee on the banks of the Arkansas in the Oil Capital of the World. He was like the man who was asked, "Are you Scotch by birth?" to which he replied, as he drained his glass, "No, by absorption." Anyone who can "take" 120° temperature the first summer he is in this state is an Okie by absorption. This Narrator also absorbed some of the assets and liabilities of the 30-year-old company which adopted him after alienating his affections away from Greenwich Village and environs.

Now . . . let's get down to brass tacks. This "symposium" almost slipped into the "drinking" stage. Maybe you'd better know what our products are before I start telling you about results. They consist of the following: (1) standard business forms which are carried in stock. Originally, they were designed particularly for the oil industry. Later, they were broadened in order to reach a broader market. (2) specially-designed steel filing equipment, as a plus product which ties in closely with customers using our stan-

dard forms. Forms sales run from \$5 up and repeat sales can continue indefinitely. Steel sales run from \$200 to \$1,000. Repeat sales, occasionally.

Our first objective was to get sales by mail—later, by salesmen also. We have one salesman now. If our sales for the last half of 1949 equal the first half, 1949 sales will be 600 per cent of our 1946 sales. A lot of this increase can be attributed to curbed production and shortage of supplies prior to 1947, which hounded every business during and long after the war. On the other hand, until 1946 no concerted or consistent drive had ever been made for business. Much of it had accumulated because the products were not available elsewhere, or, by word of mouth, prospects heard about them from customers. Spasmodic advertising had been released, too, which helped some—maybe.

Our early mailings nearly drove me nuts. Where I had been accustomed to going to my List Manager for lists, I had to start from scratch and on my own. Instead of plentiful type faces, I had a choice of one or two. I had to scrutinize all artwork or else cuts were wrong. I had to brush up on postal regulations, apply for permits, and learn that bulk mail has to be sorted and tied. You see, before 1946, we had a mailing department, the details of which never worried this lowly and insignificant termite. Which reminds me of the question: "What's the difference between amnesia and magnesia?" The obvious reply is, the fellow with amnesia doesn't know where he's going. Well, brother, I did—but it was because I crammed for info at night and rammed the stuff through at day.

An interesting test was made in 1946 which upset the warnings of some of

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*"..... for whatsoever a man soweth,
that shall he also reap."*

GALATIANS 6:7

Because they have made a science of
successful direct mail, because they know
the importance of using reliable, authentic
lists, they have been consistent users of
I L B list

"My hat is off to you for your fine service. During the past few years we have been dealing with you our production department has never had anything but praise for both the speed and quality of your addressing; the results have been excellent, the lists have been clean, and I for one feel that your recommendations have displayed an unusual amount of consideration of our problems and requirements. With best wishes for your continued success"

J. B. LIPPINCOTT COMPANY

"I would like you and your associates to know that we like to do business with the Industrial List Bureau because the value of the names is consistently good and the quality of the workmanship is high. We have always liked the service you give us."

GEORGE R. BRYANT
Mailing List Broker

"... we have used many of the I L B names . . . and in some instances re-used entire I L B lists . . . pretty good evidence that our list-relationship with you has been profitable . . . You have been most cooperative."

SCIENTIFIC AMERICAN

"It will interest you to know that your list of Chemists brought 6% inquiries of which 10.1% converted into actual sales. Unit of sale \$225."

ALEXANDER HAMILTON INSTITUTE

"... I was pleased with the response I have received in using your mailing lists. The response has been as high as 10% on some lists and has never dropped below 5%. In my mind a response of this type is nothing short of remarkable, as any previous lists I had used yielded a 2% or 3% response at best."

THE EMIL GREINER CO.

"Thanks for the splendid service you have given us in the past. It is upon such services that businesses have grown and prospered."

NATIONAL WILDLIFE FEDERATION

"Your firm has been most co-operative in meeting the particular requirements in existence within our own firm, and we appreciate the efforts you have made to successfully meet them."

FEDERAL POSTAL EMPLOYEES ASSOCIATION

"We have come to rely on you for dependable, intelligent service and helpful list advice . . . I have been delighted with the fine results I L B lists have produced (other compiled lists seldom have worked). Also, your lists have helped us find new markets for many of our titles."

HARPER & BROTHERS

"... your service was excellent."

ADVERTISING PUBLICATIONS, INC.

American Museum of
Natural History
Report for the Business
Executive
New York University
J. B. Lippincott
Life - Time - Fortune
Newsweek
O. M. Scott & Sons
C. S. Hammond
Dartnell Corporation
Esquire
Illinois Commercial Men's
Association
Federal-Postal Employees
Ass'n
Kiplinger
McGraw-Hill Publishing Co.
Scientific American
Book of the Month Club
Consumers Research
Alexander Hamilton Institute
Emile Greiner Co.
Scientific Service
Macmillan
Prentice-Hall
U. S. News
Harper & Brothers
Barron's
Coronet
Science Digest
John Wiley Co.
Reinhold Publishing Co.
Crown Publishers
Commentary Magazine
American Airlines
TWA
Cornell University Press
Cayne Electrical School
Curtis Publishing Co.
Harvard University
Home Life Insurance

Industrial List Bureau

45 ASTOR PLACE GRamercy 5-3350 NEW YORK 3, N. Y.

Authorized ILB Brokers:

George R. Bryant
75 E. Wacker Dr.
Chicago 3, Ill.

D-R Special List
Bureau
80 Broad Street
Boston 10, Mass.

Guild Company
76 Ninth Ave.
New York 11, N.Y.

Mosely Selective
List Service
38 Newbury St.
Boston 16, Mass.

Mallings, Inc.
25 W. 45th St.
New York 19, N.Y.

Names Unlimited,
Inc.
25 West 45th St.
New York 19, N.Y.

Willa Madden
215 Fourth Ave.
New York 3, N.Y.

the experts. As one of them said, "Everybody knows that names from classified telephone books are lousy." That hadn't been my experience with certain classifications. I had a hunch, and this is what I did:

The product, which is competitive, is a specially-designed carbon-interleaved snapout form. Unit of sale: \$10 up to \$75. Any company with 100 or more employees is a prospect. Cost of mailing was a little under \$70 per thousand. I wanted \$210 of sales per thousand letters mailed, although I would have settled for \$140—a 50% selling cost and a loss on the first sale. But once the "sucker" is on the buyer's list, repeat sales might be below 20% selling cost. (Note: Later, we got repeat sales for as low as 5%). Customers came from the forty-eight states, and believe it or not, from New York City.

Before testing the telephone list, I tested a top notch association list with only 4,800 names on it. Sales ran nearly \$300 over our quota of \$210. That was the tip-off. I tested 2,500 telephone names—averaged \$220 of sales per thousand. The next mailing of 5,000 brought in \$217 per thousand. The final mailing of 21,000 averaged \$194 per thousand. That's probably because cities like Chicago and Los Angeles

were finally shoved into the mailings.

But we had to watch for this on our telephone mailings: With "Return Postage Guaranteed" on the outgoing envelopes, we got an amazing deluge of undeliverable mail. We assumed that most of those names were employers with less than 100 employees. So instead of making another mailing to the entire list, with Form 3547 instructions to postmaster on the outside envelope, we transferred all names to 3x5 cards and killed the undeliverables. Addressing envelopes from telephone books is slow and expensive. Errors are high. That's why we selected good typists and transferred names to cards. The list is used six times a year. We have a surplus of ex-office typists—now wives with babies—who do most of our addressing in their homes. Where we had to pay as high as \$18.50 per thousand to get envelopes addressed at small and inadequate lettershops, we now pay as low as \$7.50 per thousand for homework.

The above telephone list continues to average better than \$150 of sales per thousand, and with the known cost of repeat sales down so low, I'd be almost persuaded to swap cost of mailings for an equal amount of sales. Can't afford that yet, however.

CONCLUSION: If you have a select list that pays off well, and if a substantially larger list of names can be secured from telephone directories, the directory list is worth testing. **NOTE:** If you do not have an up-to-date supply of telephone directories for the desired areas, it probably would be wise to obtain your names from a list broker. On the other hand, if you suspect that other telephone lists might pay off, you'll find that telephone directories are so low in cost, it may be quite profitable to start accumulating them.

Let's take another example—something which is usually considered risky mail order practice. Again the advice goes about like this: "If the unit of sale is in excess of \$100, it is doubtful whether the product can be sold profitably by mail." That depends on the product and the circumstances!

In our case, the products and circumstances were very favorable. Maybe some of you folks have a parallel situation. One product was a specially-designed steel, well log filing cabinet for the oil industry—produced in three styles. The other product was two types of steel files for rolled maps, blueprints and tracings. Units of sale, from \$200 to \$1,000. Little or no competition! However, the former is limited to the oil industry—the latter to a broader market. When steel was hard to buy, fortunately, we had a limited amount of the legitimate stuff.

Our mailings, which included two-color, 4-page, illustrated circulars, gave complete information. No trial offers—we asked for the orders and got them. But when steel became more plentiful, we expected trouble from our mail efforts. Our last mailing, released thirty days ago, is still paying off with cost of sales below 10%. Some credit should be given to the fact that these cabinets are frequently displayed at conventions. In some instances, the sale of by-products described in the same mailing (special forms used in the special filing equipment) more than paid for the mailings.

We know, of course, we can sell more cabinets through salesmen. Our cost of sales will go up when we do, but that is in the cards very soon, anyway. Incidentally, all our products are identified by the coined word, "Kraftbilt," which is registered. Our advertising consistently reminds the prospect that a Kraftbilt product is exceptional in quality and workmanship. In a remembrance test, we found that "Kraftbilt" is remembered over the name of our company about three to one. We find that the prospect does not question

It's that.. **Personal Touch** ...that counts



That's it!—get close to your prospect . . . and do it best by Direct Mail.

Use our PENCIL-RITE hand-written memos and LEE-RITE typed and signed letters—famous for that personal touch that Catches a prospect's Eye and Holds his Attention. Call or write for samples today.

For Anything and Everything in Direct Mail—it's LEE LETTER—known for 20 years for quick and intelligent lettershop service.

Pencil-Rite — Ink-Rite — Crayon-Rite Memos — Lee-Rite Letters — Multigraphing — Offset — Addressing and Mailing.



LEE LETTER SERVICE

19 WEST 44th STREET • NEW YORK 18, N.Y. • VA 6-1137, 4136

Kraftbilt quality. Therefore, it appears to be good policy to have a good trademark and to keep reminding the prospect that the trademarked product is an assurance of quality.

CONCLUSION: Any number of circumstances can make a high-priced product salable by mail. A few are: (1) the seller is known already to the trade as a reputable company, (2) the product is needed, (3) the product is coveted, although not necessarily needed, (4) the product has a price advantage, or (5) the product is non-competitive.

I don't suppose any two businesses are alike. Each has its own particular problems, but experience in merchandising any product—let's say books or business services, for instance, can make a valuable contribution toward selling 'most any other product. On the other hand, if a publisher had three hundred different books to offer the public and you or I had three hundred different business forms for sale, obviously, the methods of selling the former and the latter would be different. Each product has its own special problems. Ours called for the use of catalogs and price lists in one case and circulars with two and three-page letters with hard-hitting copy in other cases. In each catalog is enclosed a sheet of business-reply order cards . . . printed on 8 1/2 x 11 card stock to fit into the catalog. They are perforated so that 3 1/2 x 5 1/2 order cards are easy to tear out. The cards are keyed so we can tell which catalog pulls better. Each time a new catalog or new price list is released, sales start increasing. In order to stimulate requests for catalogs, a series of double post cards are mailed out with teasers on the fronts of the cards. The cards have brought in large numbers of requests for catalogs which are not mailed unless requested.

Well, this is a thumb-nail sketch of which this goofy Okie is doing out here. Just goes to show that any dumb cluck can build up national sales if he will do more of the right things and fewer of the wrong things in order to build sales. Of course, he must also find out what people like—and do MORE of it, and find out what people don't like—and do LESS of it! To steal a phrase from Young & Rubican: "by digging a little deeper . . . by probing a little further . . . by scouting a little wider . . . by worrying a little longer . . . by thinking a little harder . . . it's usually possible to produce advertising that moves more merchandise per dollar invested." That is the way to battle for the bucks in your business and mine.



LET'S GET PERSONAL!

In Sales Correspondence it gets RESULTS!

(And in many other types
of correspondence, too.)

OVER
500 LETTERS
A DAY THE
PERSONALIZED
Auto-typist
WAY



The usual form letter invites a quick trip to the wastebasket. Not so with personalized Auto-typist letters. They are individually typed by automatic machine, completely personal and command a busy man's attention.

Your typist manually types in the heading, pushes the button and the Auto-typist takes over from there, typing your message at a high sustained speed and without possibility of error.

The Auto-typist can stop automatically at any pre-determined place in the body of the letter for the manual insertion of additional, personalized data. The same typewriter is used throughout, so there is no problem of matching fill-ins.

For complete information on the many correspondence jobs that Auto-typist can do faster, better and at lower cost, send coupon below.

The Auto-typist

50 YEARS' EXPERIENCE IN MANUFACTURING PNEUMATIC EQUIPMENT

Correspondence Clinic



Increased response and savings up to 1/2 may result from an analysis of your present correspondence practices by our staff of experts. There's no obligation for the service.

AMERICAN AUTOMATIC TYPEWRITER COMPANY
Dept. 29, 614 M. Carpenter St., Chicago 22, Illinois

Please send me complete information on:

- ☐ "Getting Personal Gets Results the Auto-typist Way" (16-page booklet)
☐ Your Free "Correspondence Clinic" Service

Name

Firm

Street

City State

memo to my secretary

notes for a new book

about how to beat the squeeze

in getting orders by mail

by

howard dana shaw

When you have time see if you can give me some ideas on this question of "beating the squeeze" with direct mail . . . especially the letter angle . . . especially making an actual sale of some kind, getting an order. These DMAA fellows give me a brainstorm with their convention themesong. We've been playing with letters a long time in this office, and we ought to be able to shape up something good.

Right now, don't know just what it would be or how we'd go about it. But it should have plenty of "how-to" and "what-to-do-about-it" and some real usable check-lists. But not a lot of borax rules and principles; people are fed up with them—or are they? Come to think of it, this is a tough subject on which to dish out anything new . . . human nature doesn't change like the agency advertising men think it does. But let's try to find an angle, some avenue of approach, or something, to see if we can't be honestly helpful to the reader. Get him into it before he knows what's happening.

Most of the precepts of selling by mail are the same yesterday, today, and forever more. You keep researching in to letters that do the trick—or letters that flunked out—and coming up with the same old copybook maxims. Frinstance: maybe we should say this in the book, only it might sound unbearably dull—

Every time, almost, I go into a hole with a batch of letters I *know* rang the bell, I end up after analyzing the devil out of them, with the same three weather-beaten rules:

Remember that set of letters we measured up for Printers' Ink, and that old portfolio of choice specimens we gave a going over for the Hundred Million Club, and a bunch of others? We

always find these same main central points, don't we?

If you watch closely, though, you can detect a trend every once in a while—something new on the horizon—and this certainly should be brought out in the book. Maybe human nature doesn't change, but the kind of life that humans live does change. Here are a couple of things as examples. They seem to be well established in the test data we keep our fingers on.

(a) Results from mailings in general seem to fall off earlier in the season than they used to, and also pick up earlier. We used to say May and June were the worst months—that orders and inquiries didn't usually begin to drop off until the first real warm weather (last half of April in the Philadelphia-New York climate). But many mailers now find that the record book shows the downturn in March. And it's safer than it formerly was to make tests in July. In fact, some data indicates that August is even better than September.

(b) The public is more allergic to bombast and exaggeration than it was in the good old days. You have to watch your enthusiasm to be sure it rings true. Just trying to live up to the rule about the importance of being enthusiastic is likely to give a lame page of figures in the record book. You gotta tone down your exuberance and make it conservative and sincere.

(c) Oh, yes, and I almost forgot another point—minor perhaps. We used to find that hand addressing and type-written addressing tested nip and tuck. In general, there wasn't much difference. But nowadays addressing by hand seems to have suffered a decline. Except when it's something with real character like Alice Drew's for instance.

Maybe where we bring out this stuff in the book we should have a blank page for the reader to put down his own notations about result pictures that seem to be changing for him—mailings to check on, and so forth. You know, get them right into the book with a pencil. What would you think of that?

Follow those three guides when you write letters and circulars, and then watch out for the trends (three or whatever it is) in planning your mailings, and it ought to help beat any squeeze, any time, this one or the next one. And incidentally it will get more results per dollar in the booms, too.

That's what we would bring out in the book, as I see it (this is just raw material, remember, rough notes.) But I do go a whole lot deeper than that, of course. I would try to get at the nub of the matter some way, and give them something for their money . . . something we've learned that's valuable, or some way of getting it over to them so they can make money on it. That's the hard part. With all the fooling around we have done on letters . . . with the fairly decent file of successful letters we have, and that much fatter file of fizzles . . . we should certainly have learned something by now. Sometimes I wonder.

As I think about it, however, I would boil the whole mail theme down to two headings. You can tell me whether I'm crazy, but why don't we say the way to beat the squeeze . . . any squeeze . . . is to:

B. Use your head.

A. Use your experience.

Under Experience, I'd say: you gotta have it, or buy it, or borrow it. Or else build it up damn fast. Maybe a short

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BEAT THE *SQUEEZE*
WITH
"IDEA PAPERS"



THERE'S nothing wrong with sales volume and profits that can't be helped by good selling ideas! Such thoughts flow more freely when you start with Appleton Coated colorful "idea papers." Stop in at Booth 33 at the D.M.A.A. Convention . . . the fresh mailing pieces we have collected from successful users are sure to give you some interesting new ideas for your own promotions.

For "Idea Starters" . . . see Booth 33
D.M.A.A. Convention, Chicago

THE APPLETON COATED PAPER CO.



APPLETON, WISCONSIN

list of reasons why you have to have experience . . . like:

(1) you need experience to know how to test and how to understand test results. Big major mistakes in testing are mixing different factors in with the main factor being tested without realizing it, and jumping at conclusions from figures that are too small. Remember we wrote all that stuff out for *THE REPORTER* two years ago in the September 1947 convention issue, and we would probably swipe some of it for the book if Henry wouldn't object.

(2) You need experience to handle production problems in direct mail. Printing prices have gone so outlandishly high, it's a real headache unless a fellow can cover them by charging that much more for his product or service (and most of us can't quite go that far!)

We can tell them about some of the methods we use to meet this problem . . . smaller printers, printers in small outlying towns, more offset, preparation of our own camera copy for offset, smaller sized circulars, one color instead of two (often pulls just as well), eliminating the printed circular (tell them to test this and they may be amazed), etc. And of course . . . get prices on everything. Results from that policy will amaze 'em too, and they don't have to be bashful any more. Some printers are really out looking for business . . . it was only yesterday we had to get on our knees to beg a printer to take a job. For some reason, there's a whale of a difference in prices charged by composition houses, and it pays to know where to go or to deal with printers who know where to go.

When it comes to the labor involved in getting mailing out, I hate to irk some of my best friends . . . but you know how those lettershop prices are . . . and how we are now back mostly on the piecework system. Times have changed! Remember that man who came into the office the other day actually looking for addressing and mailing labor at piecework? Our girls make 75 cents to a dollar an hour on piece work, and do three or four times as much work as girls paid on an hourly plan. So why shouldn't we let them in on that? . . . it can add up to a lot of saving.

(3) And you need experience to understand human nature; to understand how funny people are about being interested only in themselves. Letter writers should know that nobody but nobody wants to hear about a factory or a product (for itself) or a service or a president or a salesman. All a fellow wants to hear about is himself. But wait a minute, I have some more ideas on that, and maybe it belongs mostly in the other chapter about using your head. But human nature is odd indeed, and if a guy is going to make a sale to anybody who has human nature in him . . . whether personally present, like a salesman, or by means of a letter . . . then, Friend, he better bone up on the subject . . . and keep right on researching the rest of his life. You can't know too much about the funny ways the human mind works if you want to get inside it to make a sale. How easy it is . . . and I suppose we should have a picture in the book to illustrate this and drive it home . . .

how easy it is to forget that hoary old maxim about where the sale is made . . . not on the seller's desk or in his briefcase, but **INSIDE THE BUYER'S HEAD.**

Anyway, I think we ought to have at least those three points under the heading about experience. . . testing, production, and human nature. Maybe a lot more . . . what do you think? Come on, scratch your head and let's have some angles and ideas. Am I on the right track, or heading for the gully?

I don't know how many sub-headings the darn thing would have under the "use your head" section, but that's the ticklish part. Human nature, you know . . . verily it would appear sometimes it has a definite distaste for using its head. But we hafta do our duty . . . we hafta state and declaim that if you don't do the headwork first, you'll probably be wasting the finger work.

It's an old rule of getting tangible results by mail that the offer is more important than the copy, you know. And headwork comes in there. Personally I hate writing a letter if I haven't had a hand in working out a real good offer, or if the client doesn't have one . . . or doesn't know what I'm talking about. The offer is the "deal," the proposition, what you are offering the reader as a unit. On this kit of letters we're selling, for instance, the offer is: Send us \$9.50 plus the \$4 certificate before the publication date, and we'll mail the Kit subject to our money-back guarantee, and then pay us the additional \$11 within ten days after re-

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PHOTOENGRAVERS SINCE 1872

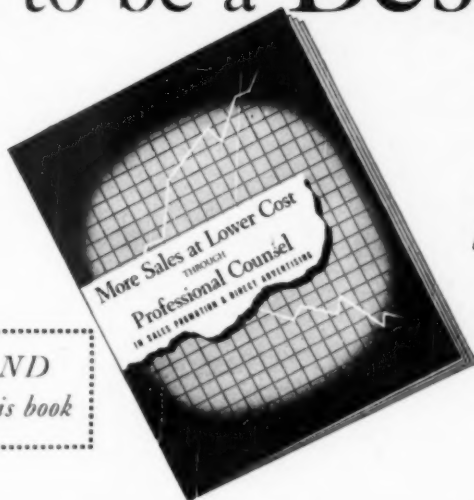
460 W. 34th ST., N. Y. C.

LONGACRE 4-2640

how to be a Best Seller

*at
lower cost
per sale*

SEND
for this book



HOW WOULD YOU LIKE TO BE SURE of upwards of \$360,000 in traceable sales every time you mailed to your prospect list? How would you like to cut your sales cost per dollar of business sold through leads secured by direct advertising, from 70c to 6c, or 91%? How would you like to hold the dominant position in your industry among dealers and distributors simply by dint of the sales support you give them? How would you like... well, what is your sales problem anyway?

If you sell to selective markets, the chances are very good that Dickie-Raymond can offer you counsel and service that will enable you to do an even more outstanding job in the important buyer's market now ahead. This is just the kind of a period in which our experience can prove most valuable. For 28 years we have specialized exclusively in sales pro-

motion and direct advertising. We do more than design and write booklets, folders, letters, and other material. Planning, campaign concepts, selling strategy, are all based on promotional techniques and methods that have actually proved out in application to a great variety of business fields. Not formulas — but experience-born judgment and knowledge that take a great deal of the guesswork out of sales planning. Sales promotion and direct advertising material so created has a much better chance of success.

The booklet illustrated above tells the complete story about Dickie-Raymond — how we operate, what we do, our low-cost fee plans of compensation. If you are interested, and would like a copy, simply fill in the coupon below, attach to your business letterhead, and mail. Quicker yet, just telephone.

— THERE'S ONLY ONE —

Dickie-Raymond

*Merchandising and Sales Promotion Counsel
Direct Advertising*

521 Fifth Ave., New York 17 • 80 Broad St., Boston 10
MURRAY HILL 7-3360 HANCOCK 6-3360

Please send a copy of your new booklet describing
Dickie-Raymond services.

Your Name _____

Title _____

Please attach to your business letterhead and mail to
DICKIE-RAYMOND, INC.
521 Fifth Ave., New York 17 or 80 Broad St., Boston 10

THE REPLY
IS IN THE LETTER

USERS OF REPLY-O-LETTER TELL YOU "How to Beat the Squeeze"

When they Give You the REPLY-O-STORY

CONTINENTAL ASSURANCE CO.

"Results are good on this letter, about 10% in metropolitan cities and higher in small cities."

HARPER'S MAGAZINE

"In nine tests conducted during the past three years Reply-O-Letters gave us 60% more returns than conventional letters. For some time now we have adopted them exclusively for our direct mail promotion."

F. W. DODGE CORPORATION

"... tickled pink ... over 700 inquiries ... twice what we have been able to draw from other forms of direct mail."

THE NEW JERSEY HEART ASSOC., INC.

"We obtained a statewide average of 3.4% donations on over 350,000 Reply-O-Letters ... I would not like to think of undertaking the 1950 campaign without Reply-O-Letter to back us."

W. ATLEE BURPEE CO.

"... 2 1/2 % returns on a list circularized twice before. Previous return was 1.4%."

WESTERN ELECTRIC COMPANY, INC.

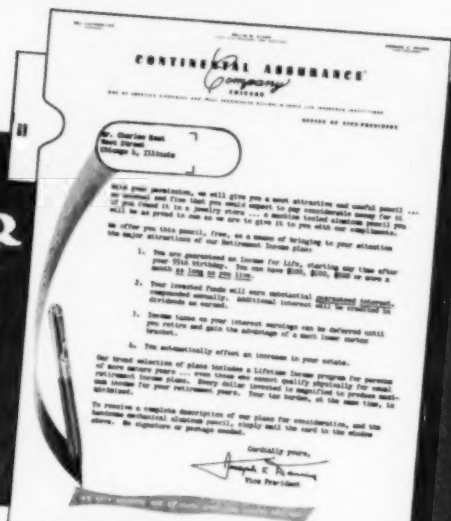
"Reply-O brought in a greater percentage of returns at a lower cost per reply ... 27c as against 35c and 40c ... the quality of the returns was just as high."

THE NATIONAL RESEARCH BUREAU, INC.

"When final results were compiled, the Reply-O-Letter did 26% better ... these results quite conclusive. It is our intention to use Reply-O-Letter considerably in the future."

MOTOR BOOK DEPARTMENT

"In the past few months we have bought 500,000 Reply-O-Letters ... cross checked results on parallel tests ... Reply-O-Letter consistently gives us 20% more six-dollar mail orders ... You can look upon Motor Book as a well satisfied customer."



What's Your Particular Squeeze

Is it more orders ... more inquiries ... more requests for samples? Good letters do an even better job with the addition of the Reply-O card because your busiest prospect has only to slip the reply card from the pocket and drop it in the mail.

REPLY-O Beats the Squeeze

With low-cost Reply-O-Letters you do three operations in one: "Personalize" your letter ... direct it thru the mail ... and pre-sign the buyer's name. All with a single addressing operation! Reply-O gives you more because it's the easiest kind to answer. When you send for samples please tell us the size and frequency of your mailings so we may quote you intelligently.

Be sure to see us in Chicago, Booth 9

REPLY-O-LETTERS

150 West 23 St.
New York 11

10 East Ohio St.
Boston 9

223 No. Michigan Ave.
Chicago 1

1749 E. 22 St.
Cleveland 1

530 Piquette
Detroit 2

Innov. Ct. 33 Scott St.
Toronto 1

ceiving the kit. Or . . . send us the entire \$19.50 and we'll supply you with the report on telephone usage as a free gift. How many months did we take to figure and refigure that basic idea or "offer?" We spent many more hours on it than on the letter . . . and that's the right way to do it.

When you have the right offer (and access to good mailing lists) you start the head work on the letter and circular. We ought to go to town on that subject by borrowing some of the stuff in that other REPORTER article on "How to Get Ready to Write a Letter" (February, 1948). Selfish perhaps, but you recall how we put down our own procedure for thinking out a letter before putting pen to paper. And we told 'em it paid dividends. Wish I had a dime for every time I've heard that gag about the easy ones paying out. Among the bellringing letters I've met, not one in twenty was done easily. How in the world are we going to put over the fact that good letters come from blood, sweat, toil and tears? Got any ideas on that one?

The kind of thinking, of course, that

a letter architect should indulge in is primarily thinking about the reader. The prospect has to be the hero around whom the message is designed. We worship him and build up his opinion of himself and make him important (through using our services or merchandise). Human animals being human, they seem to come hard by the first fundamental of letter writing . . . write about the reader. So we ought to connive somehow to sell the reader of this here book on the doctrine that he can't get an order out of a fellow at the other end of the line unless he buckles down and puts in a big lot of genuine 22-carat mental labor on the prospective buyer and what's on his mind . . . what sort of person he is, his ideas, beliefs, prejudices, etc.

And I'd like very much to try to express in writing this idea we've been talking about . . . of always *thinking from P to B*. I remember when I sold Fuller Brushes being taught to talk problems. Never talk brushes . . . talk problems, cleaning problems. I never forgot it. That's the way any salesman should talk, and so should a letter writing salesman. He should begin his

thinking at the reader's problem. That means the reader's headache, his need, his dissatisfaction, his worry, his desire, his something missing. The *problem* is female, you might say (I guess we can get away with that . . . plumbers use it.) It is the vessel or vacuum.

Then there is the B which stands for benefit. That means the fulfillment of the need, the solution to the problem, something supplied to answer the dissatisfaction. The benefit of course comes from the use of the offered product and brings an advantage or a gain. Call it the plus that meets the minus in the problem. Or call it the male and have a romance. Think we could do something with that idea of thinking from P to B?

This memo goes on like the brook, and might go on all night. But I want your own excellent thinking on the subject, and I know you can bring me some material to incorporate. But, Sister, if we could do nothing more than get our readers to put into practice those two main pillars, using experience (as outlined) and doing the headwork first, the pillars would become, to meet our mixaphores, the powerful jaws of a vise that would not just beat the squeeze, but squeeze the squeeze!

Big companies and small companies
who know why it pays to get
more than fine printed advertising
with efficient under-one-roof service
call on —



The E.F. Schmidt Company

3420 W. CAPITOL DRIVE • MILWAUKEE • HILLTOP 5-1400

counsel • planning • layout and art • offset plates • lithography • letterpress



Why the Acid Was In the Paper

REPORTER'S NOTE: Here is a clever tale which deserves reprinting. It came to us in a 3 1/4" x 7 1/4", 12 page booklet issued by McCormick-Armstrong, Inc., 1501 E. Douglas, Wichita, Kansas. Read it carefully . . . and we'll discuss the "moral" later.

A batch of printing had been delivered to the So and So Manufacturing Company. It was not good printing. (Even the best printers make occasional mistakes.) It was so bad that Mr. So and So could not even recognize his own picture in print. And that was pretty awful.

Mr. So and So called his Printing Salesman—the one who sold him that particular batch of printing. "This," he said, wasting no time, "is a lousy job. How come?"

"Well," said the Printing Salesman unhappily, "you know I don't print this stuff myself. I just sell it. I'll go back and see the Boss and let you know." And away he went.

He was glad to get out of there, as a matter of fact.

He saw the Boss and explained his harrowing experience.

"I was down fishing at Corpus Christi when that happened," was the Boss' comment. "I just can't keep my hands on everything that goes on around here. I'm a busy man. You had better see the Plant Superintendent."

So the Printing Salesman talked to

the Plant Superintendent who said, "That particular job was printed by the night shift. (Thereby extricating himself from a difficult situation.) I'll call in the Foremen." Which he did.

The Foremen of the night shift—namely the Bindery, Composing Room and Press Room heads conferred and agreed unanimously that the engravings were at fault. (The engraver wasn't there, so why not?) Besides, something had to be done, but quick. And on top of that the cuts *were* at fault, surely, because the pictures hadn't printed at all well. That was the way it was explained to Mr. So and So.

Mr. So and So called the Engraver's Salesman and explained the situation to him.

This was his angle.

"After all, I just pick up the copy, you know. I don't work on the cuts myself," replied the Engraver's Salesman. (He slid out from under quite nicely.) But he added hastily. I'll take it up with our foreman."

The Engraving Foreman was an intelligent man. He consulted his file proofs and pointed out that his proofs were good. And so they were. "Something happened to the cuts after they left here," he said. "They must have been re-etched—must have been some acid in the paper. That's what happened, sure enough."

Things had taken a critical turn. But it was a clue. Since the finger pointed to the paper trade, Mr. So and So called in the Wholesale Paper Salesman. The situation was explained and he said gracefully. "Well, you see, we're just wholesalers. We don't make the paper. As a matter of fact, we don't even store it. Actually, the paper arrives in town in freight cars and is trucked directly to the Printing Plant. But anyhow, I'll write the Paper Mill and see what they have to say about acid in the paper."

In due time the Paper Mill replied. It was a nice letter. Like this:

PAPER MILLS, INC.
Oshoshosh, Wisconsin

After careful check of the sample of the paper lot in question we wish to advise you that some acidity was discovered.

However, since rigid laboratory control is maintained in all phases of our paper processing operations, we disclaim responsibility for the aforementioned acidity.

It is quite possible that the acidity occurred in the form of the crude pulp. Our company buys its pulp from Pulp-makers, Inc., of Other Lake, Wisconsin.

Respectfully yours,
PAPER MILLS INC.

So there . . . one more run-around.

Now Mr. So and So was in earnest. He wasn't fooling around any. He visited Pulpmakers Inc. personally to get at the root of the problem.

It seems that everything was running smoothly at their plant. Maybe there was some acid present in the paper or in the pulp but they were not at fault, on account of they bought all their logs from an outfit named North Woods Lumber Company—up the road apiece. And that's where the acid must have been—in the logs.


The Northwoods Lumber Company was operated by a guy named Olsen—apparently a Swede. He explained to Mr. So and So that Nature had made the trees, not Olsen. And how could he be at fault for acidity in the wood? But he was cooperative and methodical. Valuable traits. He kept a cross section of every tree he had cut down. Just as a reference file.

In this master file reposed cross section 999,000 from the offending, acid-laden tree. It was a simple matter to move the cross section from his file to the woods. The problem now was to find the particular stump which matched the cross section from the file.


SAVE TIME!



REDUCE EXPENSE!



PRODUCE BETTER WORK!




... with this
NEW UNDERWOOD COMPOSING UNIT
for Typing Master Copy

This new Underwood Typewriter, equipped with Carbon Ribbon Feature and Exclusive Right Margin Justifying Device, produces sharp, clean, uniform impressions in exact alignment... with an even right hand margin. It is the satisfactory answer to the offset printer's requirement for perfect copy.

This new Underwood Composing Unit will save time and money... get more eye-appeal into your letters and typed reproductions. A variety of type faces is available with this outstanding composing unit... for the production of distinctive master copy for booklets, broadsides, bulletins, catalogs, sales letters, etc.

With its Duplex Carbon and Fabric Ribbon Feature the machine can be efficiently used to do all of your general typing.

Ask your local Underwood representative for a demonstration and trial of this outstanding composing unit... or write us for an illustrated folder.

It's Justified!

UNDERWOOD SMALL VICTORIA.
 The introduction of equipment for photo-offset printing has made possible an economical reproduction of typewritten matter as a substitute for printed copy, as this method eliminates expensive typesetting and "make-ready". Many Underwood types are available for this purpose. This paragraph was typed on an Underwood Duplex Carbon and Fabric Ribbon Machine.

UNDERWOOD MEDIUM ROMAN GOTHIC.
 THE INTRODUCTION OF EQUIPMENT FOR PHOTO-OFFSET PRINTING HAS MADE POSSIBLE AN ECONOMICAL REPRODUCTION OF TYPEWRITTEN MATTER AS A SUBSTITUTE FOR PRINTED COPY, AS THIS METHOD ELIMINATES EXPENSIVE TYPESETTING AND "MAKE-READY". MANY UNDERWOOD TYPES ARE AVAILABLE FOR THIS PURPOSE. THIS PARAGRAPH WAS TYPED ON AN UNDERWOOD DUPLEX CARBON AND FABRIC RIBBON MACHINE.

UNDERWOOD DISTINCTIVE PICA
 The introduction of equipment for photo-offset printing has made possible an economical reproduction of typewritten matter as a substitute for printed copy, as this method eliminates expensive typesetting and "make-ready". Many Underwood types are available for this purpose. This paragraph was typed on an Underwood Duplex Carbon and Fabric Ribbon Machine.

Underwood Corporation

Typewriters... Adding Machines... Accounting Machines
 Carbon Paper... Ribbons

One Park Avenue New York 16, N. Y.

Underwood Limited, 135 Victoria Street
 Toronto 1, Canada

Sales and Service Everywhere

© 1949



UNDERWOOD... TYPEWRITER LEADER OF THE WORLD

20,000th
Mosley Check
 Presented to
 Pleased
MOSLEY
 List Owner



Check for \$1,692.00 was presented recently by Mrs. B. G. Clough (MOSELY TREASURER) to Mr. Luther Breck, Jr., President, BRECK'S, large gift and horticultural company, for addressing envelopes for a non-competing MOSELY VOLUME MAIL ORDER CLIENT—the 20,000th issued by MOSELY to List Owners. (Descriptive card, M-908, on BRECK LIST will be sent to you on request.)

EXTRA PROFITS

His company receives profits of thousands of extra dollars a year for addressing tests and large mailings to its 200,000 customer list for others through MOSELY—and BRECK gets NEW MAIL ORDER CUSTOMERS IN VOLUME from one-time addressing to MOSELY OUTSIDE LISTS of Mail Buyers and Inquirers.

Checks For You!

YOU can INCREASE YOUR REVENUE by registering all facts about your lists with MOSELY—EXCLUSIVELY TODAY! Write in detail Dept. R-9

MOSELY SELECTIVE LIST SERVICE

Mail Order Headquarters

38 NEWBURY STREET
 BOSTON 18

"MOSLEY sends the CHECKS"

8 EIGHT WAYS 8
To Greater Profits

From Your **Direct Mail** Advertising

1. **ARTOGRAPHIC** . . . attention-getting envelope that increases returns.
2. **DIRECT MAIL COMBINE-VELOPE** . . . combines letter, order form and envelope
3. **ORDER-VELOPE** . . . combines order form and pocket for remittance
4. **MONO-POST** . . . a two-compartment envelope
5. **THRIFTEE MAILER** . . . takes third-class postage with flap fully sealed
6. **CURTISEE MAILER** . . . a new, multi-purpose mailing piece
7. **POSTAFORM** . . . used as advertising piece or order form
8. **SALESFOLIO** . . . for making presentations in person or by mail

**THESE ITEMS WILL BE ON DISPLAY AT
 OUR D.M.A.A. EXHIBIT IN CHICAGO**

CURTIS 1000 INC.

HARTFORD

ST. PAUL

CLEVELAND

ATLANTA

After checking a few thousand tree stumps the particular stump was located. The cross section matched it perfectly.

At some risk we will use a cliché at this point and state that "The investigation ended up against a stump."

But it didn't end there. Oh no! At this point an ancient guide was unearthed. He remembered having conducted a hunting party to this area many years ago. In the party there was a dog.

The dog had been tied to the tree.

The mystery was unraveled.

But wait a minute. Further search was instituted at the base of the stump by Mr. So and So. After some digging a time worn dog license was found.

After a search at the County Court House an amazing fact came to light. The owner of the dog was Mr. So and So who had complained about the poor job of printing back at the start of our story.

And here's the moral to this yarn. There would have to be a moral, else why should we use up 406 sheets of 35x45—99, (60lb.) book paper to print it?

REPORTER'S ADDED NOTE: And from there on for two pages . . . McCormick-Armstrong goes into its "pitch." Describes its "Graphic Arts Department Store" service with all types of direct mail services under one roof where there are no alibis. The final line "You can buy as much or as little of our services as you choose. Whatever part you buy becomes our responsibility . . . AND OURS ALONE! Hurrah . . . for that type of thinking. More of it is needed in the Advertising and Graphic Arts Business. It is too customary when things go wrong, for everyone connected to blame everyone else.

**CHANGE IN
 SECTION NUMBERS**

Effective immediately, the following changes have been made in the section numbers to be shown on bulk mailings of third-class matter, business reply cards and envelopes, catalogs over 8 ounces at the special catalog rate, and library books:

Section 562 changed to Sec. 34.66
 Section 510 changed to Sec. 34.9
 Par. 5, Sec. 571 is now Sec. 34.77
 Section 572 changed to Sec. 34.83

Envelopes, cards, wrappers, etc., bearing the old section numbers will be accepted until supply is exhausted. New section numbers should be used when printing new material.

**a nose
for
the
new**



Dunhill specializes in fitting

your new idea, your new product, to the market that waits for it.

Dunhill is consulted by some of the country's largest

advertisers on questions of sampling, testing, consumer

acceptances, public and dealer relations.

Dunhill offers its complete research department to clients

who are looking for heretofore unidentified outlets.

DUNHILL international list company, inc.

565 Fifth Avenue, New York — Plaza 3-0833

One Advertising Man to Another

GEORGE KINTER'S MONTHLY LETTER EXPRESSING
ONE MAN'S OPINION

My first automobile, Henry, was a 4-cylinder, 7-passenger, convertible Lozier. Now don't tell me that they didn't make convertibles back in 1916. Maybe manufacturers didn't make them, but this particular job was constructed at the factory, or reconstructed by the first owner, to permit changing bodies. It left the factory with a touring body, but the man who bought it wanted the chassis to do the work of two, so he had built, at a cost of \$1,600, a beautiful limousine body, finished with 14 coats of paint. In addition to a deeply upholstered rear seat, it had two let-down seats, a speaking tube for communicating with the driver, and two beautiful flower vases.

Six bolts held the touring body to the chassis. With their removal and considerable manpower, the touring body could be removed and the limousine body installed in at least a half day.

The original owner of this convertible became very much interested in the oil stock I was writing ads for at that time. My ads and a bit of fast talking on the part of a salesman resulted in his propositioning to purchase 2,000 shares of the stock, which had reached the price of 70¢ per share, due to the fact that the drill was getting pretty close to pay dirt. The stock started selling at 55¢, but the price kept going up as the drill went down. In his proposition, however, the Convertible Lozier was to be taken as part payment—that payment to amount to \$600.00. As this payment would represent \$40.00 more than the salesman's commission and as the salesman already had a car, the proposition presented a problem. He was feeling a bit low when he made his report to the stock promoters and I couldn't help but feel a bit sorry for him, as I sat at my desk in a corner of the office working on an advertisement to appear in the local papers next day.

The ad I was working on was to carry a picture of a forlorn man in overalls, carrying a dinner bucket, being passed by a merry group in an automobile. The heading of the ad read: "Get

out of the Rut—Get into the Class that enjoys the Pleasures and Blessings of Life." The copy pointed out that this could be done by purchasing a block of oil stock that had already shown a profit.

As I listened to the salesman's woes, there was born in me the desire to get into the Class that enjoyed at least the pleasures and blessings of an automobile and after a bit of propositioning with the promoters it was agreed that I could have the car if I let them withhold about one-third of my salary for a period of six months.

But enough of sizzle . . . I have a steak to sell.

In addition to Pleasures and Blessings, that Convertible Lozier afforded a lot of headaches . . . there was always something the matter with it, but I finally found a colored boy who assured me that he was an automobile mechanic and that he would work on it evenings. In an effort to help him, I stayed on the job with him, reading him excerpts from the instruction book I found under the front seat. These instructions seemed to annoy him, and one evening he wiggled out from under the car and said: "Listen, boss, if'n that man that wrote that book knowed how to fix automobiles, he ain't got no time to write no books."

Being an advertising man who had gained all his knowledge from other advertising men who wrote books, articles and speeches, this colored boy's philosophy gave me a big laugh, but doggoned if I have been able to dismiss it from my mind, and I sometimes wonder if it hasn't handicapped my educational progress. As the years roll along I find myself leaning a little more to that colored boy's philosophy. I have begun to wonder if possibly the best books, articles and speeches on advertising have not been written because those who could have written them not only didn't have time to write them, but knew too much about advertising—which includes knowing that what certain methods will do under certain con-

ditions will fall flat under other conditions.

The advertising man who is too busy to write books, articles and speeches has probably found that the public is a highly complicated mechanism that can't be "fixed" by any set practices. He realizes, of course, that there are certain fundamentals and "tools" that are necessary in all operations, but that the special tools and methods that will work in some cases will not work in others.

Back in the days on which I have been reminiscing, the technique I used to sell oil stock would have furnished interesting material for at least an article or a speech because it brought results, but from observation from the vantage point of my desk in the office, the people who came in to pay their weekly installments on the stock my ads sold them, were not representative of the public at large, and while a "case history" would have shown the "results" it certainly wouldn't have been a case history of value to students of advertising.

I can't help but feel that a great many of the "case histories" that get into print or issue from the mouths of club and convention speakers are of little real value to students of advertising. Much of the "how-we-did-it" information, both written and spoken, is one of the chief causes of what is the matter with advertising.

Now do not jump to the conclusion, Henry, that I'm "agin" books, articles and speeches on advertising. They are needed just as are books and manuals of instructions on the care and maintenance of an automobile, but I would like to see more of them written by advertising people who haven't the time to write them. I have a hunch they would contain more "don'ts" than "does" and thus tend to protect the complicated mechanism of the public on which the rising generation of mechanics will operate. In my opinion, what we need less of are articles and speeches by the big shots whose writing and speech making time has been made possible by those who didn't have time for writing or speechifying.

Other articles and speeches we need fewer of are those by the "experts" who have an answer for every question before it is asked and a solution for every problem before it presents itself . . . the boys who have learned from "research" confined to surveys down the sides of the streets on which they live, just what makes the public tick.

Continued on page 46



"Type *Sparks* the house magazine"



GERALDINE LINDER
Art Director, Ethyl News
Ethyl Corporation

"YOU'VE JUST GOT TO spice each issue with variety, to keep reader interest. And that's not too hard, because I believe the display type should suggest in some way the theme or mood of the article it heads. So, we have used P. T. Barnum on a story of one company's centennial, Stencil for one on classifying personalities, Stymie Bold with planning and graphs. Onyx, Brush, Kaufmann Bold, Spartan Black and other ATF faces have all played their parts in our pages, sometimes as straight type, other times worked into the illustrations. Anything to keep readers interested! There is such a wide variety of ATF types to choose from, that the mood of any article always can have its perfect expression."



AMERICAN TYPE FOUNDERS

200 Elmora Avenue, Elizabeth B, New Jersey



Write us on your letterhead and we will put your name on our mailing list to receive Type Specimen folders and other material on type and ideas for its use.

DMAA Convention Program

WEDNESDAY, SEPT. 21—

9:00 a.m. Registration Desk Opens

9:30 to 12:30 Uninterrupted period for inspection of Commercial Exhibits and for study of first showing of winners in BEST OF INDUSTRY Direct Mail Advertising Contest

12:30 Opening Luncheon and First General Session: Chairman, Dale Y. Ecton, DMAA President (Manager, Advertising Distribution, Trans World Airline, Kansas City, Mo.)

Luncheon: Keynote Speaker: Robert W. Jackson, President, Alden's Inc., Chicago
Recess: 15 minutes

2:30 p.m. "Operator 25" Speaker: Marshall Adams, Advertising & Sales Promotion Manager, Mullins Manufacturing Corp., Warren, Ohio

Announcement and awarding of certificates to winners of 1949 BEST OF INDUSTRY Contest. Herb Buhrow, Chairman, Contest Board of Judges (Manager, Mail Sales Department, McGraw-Hill Book Company, New York)

DMAA Annual Business Meeting

6 p.m. to 8 p.m. "Get-Acquainted" Cocktail Party—staged by DMAA Board of Directors

THURSDAY, SEPTEMBER 22—

9:00 a.m. "HOW TO USE DIRECT MAIL TO BEAT THE SQUEEZE" Session
Chairman, Lawrence G. Chait, Direct Mail Manager, Wall Street Journal, New York

1. INDUSTRIAL—Robert M. Gray, Manager, Advertising—Sales Promotion Department, Esso-Standard Oil Co., Inc., New York

2. RETAIL—Howard P. Abrahams, Sales Promotion, National Retail Dry Goods Association, New York

3. FINANCIAL—John T. McKenzie, Advertising Manager, Standard & Poor's Corp., New York

4. PUBLICATIONS-CIRCULATION—Francis DeW. Pratt, Circulation Director, Time, Inc., N. Y.

THURSDAY AFTERNOON—Clinic Sessions

2:00 to 3:30 p.m.

FUND RAISING—Speaker to be announced

LETTER WRITING—Charles V. Morris, Vice President, Rheinhold-Gould Paper Co., New York

POINT OF SALE—E. E. Peterson, Research and Marketing Service Division, Forbes Lithograph Mfg. Co., Boston, Mass.

PUBLIC RELATIONS & PUBLICITY—Irving Robbins, Robbins & Barber, New York

3:45 to 5:30 p.m.

INDUSTRIAL DIRECT MAIL—W. A. Marsteller, Vice President, Edward Valves, Inc., East Chicago, Ind.

RETAILING—to be announced

MAIL ORDER—Professor Robert Harper School of Commerce, New York University, New York

6 p.m. to 10 p.m. Buffet Supper and Entertainment—staged by DMAA Board of Directors

FRIDAY, SEPTEMBER 23—

9:00 a.m. "HOW TO GET MORE RESULTS WITH:"

Chairman, F. R. Kirby, Promotion Counsel, Saturday Night Press, Toronto, Ontario, Canada

1. RESEARCH AND DIRECT MAIL—Leonard Raymond, President, Dickie-Raymond, Inc., Boston

2. NEWSPAPER & MAGAZINE COUNCIL ADVERTISING—Irvin Graham, Author of "How to Sell by Mail," Account Executive, Roberts & Reimers, New York

3. RADIO & TELEVISION—David Lasley, Promotion Manager, National Broadcasting Co., Chicago

12:30 noon—Official Luncheon

Presiding: DMAA President-Elect
Guest Speaker: Thomas Beck, Chairman of the Board, Crowell-Collier Publishing Co., New York

FRIDAY AFTERNOON—

2:30 p.m. "BEAT THE SQUEEZE WITH:"
—Chairman, James A. Clark, Extension Secretary, LaSalle Extension University, President, DMAC of Chicago

1. PRINTING PROCESSES AND LETTERSHOP ECONOMIES—Edward N. Mayer, Jr., President, James Gray, Inc., New York

2. IMPROVED OFFICE PROCEDURES—Willard Fox, Systems Publications, Remington Rand, Inc., New York

3. LIST USE AND MAINTENANCE—J. M. Tillotson, President, Modern Handicraft, Inc., Kansas City, Mo.

All of which leads me more and more to believe that that colored boy had a bit of something there in his philosophy and that advertising as a whole owes him at least a small debt of gratitude, for it cut down the number of "authorities" on the subject by at least one. Being an advertising man, not knowing enough about it to keep me too busy to write about how it should be done, I just might have done that very thing if I hadn't been haunted by the colored boy's philosophy every time I sat down to two-finger my typewriter. But I'm not so sure that I personally owe him even a mental thanks, for as a writer of "how to do it" I might have made more money in my spare time than I have as criticizer of *HOW* much of it is being done.

THE MEDICINE MAN

The life of a Postal Inspector is demanding, rigorous and dangerous. But it has its entertaining moments. The inspector, who arrested "Dr." A. Rockford Lewis for using the mails to defraud, must have had many a chuckle. Lewis sold a great variety of charms, talismans, roots, herbs, and magic working powders. For example, one could purchase a potent "Sprinkling Powder" which, when sprinkled surreptitiously over the person who did the hiring, would obtain any job desired. Also for sale was an extremely valuable "Lay Off Powder" guaranteed to drive away undesirables. "Bring Back Powder" had directly opposite effects. It would bring back, without fail, a wife or husband who had run off with someone else. "Bewitching Drops" were highly recommended to break down the resistance of a person of the opposite sex and reduce him or her to a state of helpless infatuation.

When brought to trial, Lewis produced his imposing collection. As he laid his various charms on the table, he was heard to mutter, "Charms, if I ever needed you, I need you now!" Sharp eyed inspectors detected Lewis slyly sprinkling a little "Lay Off Powder" toward the judge's bench and the jury. But this powerful, wonder-working charm failed its master in his hour of greatest need. "Dr." A. Rockford Lewis ended up in Atlanta after a two minute deliberation by an uncharmed jury.

Possibly the man, in his excitement, got the "Lay Off Powder" mixed up with the "Sprinkling Powder." He undoubtedly got a job.

REPORTER'S NOTE: We saw the above in August issue of always interesting Standard Time, house magazine of the Standard Envelope Manufacturing Company, 1600 East 30th Street, Cleveland 14, Ohio.

Don't try to get away with any phoney or fraudulent stunts in the mail. The Post Office inspection department is the best protection the direct mail field has. By driving out the crooks and racketeers the mails are kept clean . . . thus helping to build confidence on part of public in all legitimate offers made by mail.

MASA MEETS IN CHICAGO

The Mail Advertising Service Association is meeting in Chicago at the Congress Hotel from September 17th to 20th, the four days immediately preceding the DMAA Convention.



Attendance is limited to members of the association . . . or to producers and creators of direct mail who are about to become members.

Jack Kane of Advertisers Mailing Service, New York, is this year's president. He has had a successful and spirited administration, which isn't anything unusual for Jack. Everybody expected it of him. And he delivered.

The stranger addressed the Post-Office clerk: "How can your town afford a fine Post-Office like this, when you only charge three cents to send a letter anywhere in the country?"

Clerk: "Well, it's like this—it costs three cents to send a letter weighing one ounce. Most letters don't weigh an ounce, you see, and that's where we make our profit."

from CONVOYS
h.m. Cupples-Henke Corporation
2175 North Kinrossway Boulevard
St. Louis 16, Mo.

MASA Convention Program

FRIDAY, P.M.—Registration

SATURDAY, A.M.—Registration

Tour of the Exhibits—Directed by Felix Tyroler, 37 W. 43rd St., New York City
"Red Badge Brigade"—John D. Yeck, Graphic Service, Dayton, O. (A meeting for those attending their first convention).

NOON—Chicago Welcome Luncheon

SATURDAY, P.M.—Chairman, El Roos, Jack's Letter Service, Inc., Milwaukee, Wis.
Speakers: Edward N. Mayer, Jr., James Gray, Inc., New York—"LET'S MAKE THIS BUSINESS AS GREAT AS IT IS"

Carl G. Vienot, Carl G. Vienot, Inc., Boston, Mass.—"PORK CHOPS"
Jeannette Robinson, Executive Secretary MASA, Detroit, Mich.—"YOUR SECRETARY SAYS . . ."

L. E. (Cy) Frailey, Columbus, O.—"WINNING LETTERS"

Cost and Price Panel

Participants: El Roos, Chairman; Alta Caldwell, Caldwell Letter Service, Chicago, Ill.; Ed P. Lynch, Duplicating Supply Co., Pittsburgh, Pa.; Robert B. Gile, Gile Letter Service, Minneapolis, Minn.; Earl B. Shinkman, Commercial Letter Co., Grand Rapids, Mich.; I. N. Kessler, Victoria Advertising Co., St. Louis, Mo.

SATURDAY EVENING—RAILROAD FAIR

SUNDAY, A.M.—Chapter Officers' Breakfast
Paul Krupp, Chairman, Advertisers Mailing Service, Los Angeles, Calif.

Mimeograph Exchange—H. M. Burck, Chairman, Burck's Advertising & Printing Service, San Bernardino, Calif.

SUNDAY, A. M.—Small Shops Exchange—Mary Ellen Clancy, Chairman—Mary Ellen Clancy Co., New York, N. Y.
Photo-Offset Exchange—Andy D'Eramo, Chairman—OMS Mail Advertising, Boston, Mass.

SUNDAY, P.M.—Visit to A. B. Dick Plant

MONDAY BREAKFAST—Idea Breakfast—Merrill Burgess, Chairman—Burgess-Beckwith, Inc., Minneapolis, Minn.

Participants: M. P. Brown, Brown Advertising & Letter Service, Fort Worth, Tex.; B. W. Adams, Adams' Letter Service, Rockford, Ill.

MONDAY, A.M.—H. H. Geldes, Chairman—(R. L. Polk & Co., Detroit, Mich.)

Speakers: Miles Kimball, Miles Kimball Co., Oshkosh, Wisc—"HOW YOU CAN BE MY GREATEST COMPETITOR"

David H. Fleischer, Commercial Letter, Inc., St. Louis, Mo—"CASH IN ON THIS BUYERS' MARKET."

List Panel: Howard Rosine, Letter List & Mailing Service, Pasadena, Calif.; Rob-

ert Vanderpyl, Advertising Letter Service, Detroit, Mich.; John Rochow, W. S. Ponton, Inc., New York N. Y.; Lewis L. Fink Lewis Advertising Co., Baltimore, Md.

BUSINESS MEETING—John McD. Kane, President and Chairman—Advertisers Mailing Service, New York, N. Y.

MONDAY, P.M.—Merrill Fox, Chairman, Fox Advertising Co., Baltimore Md.

Speakers: John E. Wolf, The John E. Wolf Co., New Home State Life Bldg., Oklahoma City, Okla.—"SELLING" Henry Hoke, THE REPORTER of Direct Mail Advertising New York—"BEHIND THE SCENES"

Selling Panel: Merrill Fox, Fox Advertising Co., Baltimore, Md.; Robert Crawford, Crawford Letter Co., Akron, O.; Herbert G. Ahrend, D. H. Ahrend Co., Inc., New York; Lewis Kleid, Mailings, Incorporated, New York, N. Y.

MONDAY EVENING—Banquet

TUESDAY, A.M.—PRODUCTION CLINIC—Demonstrations—

Mimeograph—A. B. Dick Co., Representative, Chicago

Mimescope—Clarence Musselman, Paramount Business Serv., Allentown, Pa. Multilith—Andy D'Eramo, OMS Mail Advertising, Boston, Mass.

Art and Copy for Offset—Ed W. Husen, E. W. Husen Co., Detroit, Mich.

Bindery—(Arranged by Luise Storz, Chicago)

Multi graphing—(Arranged by Alta Caldwell, Chicago)

Typing—Isabel Detchmendy, Carleton Business Service, St. Louis, Mo.

Management—Kenneth Hugg, Director, Industrial Relations, Ditto, Inc., Chicago, Ill.

TUESDAY P.M.—"BULL SESSIONS"

"Lettershop"—Chairman, Jack Smith, The Carr Organization, Milwaukee, Wisc.

Conversation Starters—Jerry Hawk, Canton, O., Mary Davis, Multigraphing & Addressing Co., Pittsburgh, Pa.

"Printers"—S. Mayer Feldenheimer, Chairman—Conversation Starters: Harry Levy, Acme Corporation, Chicago; Miss Jerry Evans, The Letter Shop, Galveston, Tex.; Joseph J. Ott, Joe Ott Printing, Advertising & Letter Service, Inc., Milwaukee, Wisc.

"Direct Mail Advertisers"—Bob Heller, Chairman, Beaumont, Heller & Sperling, Inc., Reading, Pa.

Conversation Starters—James Dooley, Atlantic Advertising, Inc., Atlantic City, N. J.; Cliff Duffy, Duffy & Fabry, Inc., Milwaukee, Wisc.; D. W. Hacker, The Lettercraft Shop, Detroit, Mich.

.... has anyone
seen a consumer
lately?

Wherever he's hiding
direct mail
will find him
for you.

Fine Offset Lithography
will sell him
for you.

Ardlee Service, Inc.
has long specialized
in producing the
finest Offset Lithography
for direct mail users.

ARDLEE SERVICE, INC.
28 West 23rd Street
New York 10, N. Y.
ORegon - 5 - 0300

An Experiment In Education

by Henry Hoke

During the week of August 8th, *this reporter* traveled to Mercersburg Academy (near the home town of Chambersburg) and went back to school. This time as a member of the faculty.

I came away completely thrilled with this new trend in adult-business education.

For three years now, the National Savings and Loan League (Headquarters—Ring Building, Washington, D. C. have "taken over" Mercersburg for a week-long training Seminar for Savings and Loan Executives.

This year, there were executives and junior executives from thirteen states. They live in the dormitories and are secluded from the outside world. Nothing to see but trees, landscape and the beautiful Allegheny Mountains.

Douglas C. Vaile, Director of Field Services for the League, is a strict task master. He gets everyone up at 6:45 A.M. Breakfast is at 7:20 (you are there . . . or you don't eat). Classes start promptly at 8 A.M. Promptly period. Lectures are exactly 50 minutes to the second. Ten minutes recess for smokes. Then on again. Doug built a faculty of ten experts in their respective fields . . . including the Headmaster of Mercersburg, genial host Dr. Charles E. Tippetts. The lectures covered the range of all the subjects Savings and Loan Association Executives should know . . . management, economics, finance, public relations, etc.

Each "student" was supplied with a loose-leaf notebook, indexed for each "professor." I have never experienced such a crowd of note-takers.

This reporter, naturally, handled the simplest subject. Letters and how to improve them. I simply took the basic formulas for people, design, planning and writing and built them into four fast-moving lectures. Winding up with a blue-pencil analysis of letters and other promotion pieces actually used by

some of the "students." In between lectures and out on the campus during recreation and evening hours, I tried to help individuals by criticizing their copy.

Many of those who attended were



Mercersburg Academy

kind enough to say that they were helped tremendously . . . they would go back home to write better letters . . . or (some said) to write no letters. I told the latter not to get stage fright. It may be difficult for a while to overcome the we-itis and that-itis, etc., faults . . . but writing good letters can become a habit once you know the simple rules.

Some day, in *THE REPORTER*, I'd like (if space permitted) to print the complete text of the four "lectures" . . . but it wouldn't be quite as effective as the personal contact with examples and demonstrations.

In the meantime, I hope this trend toward adult-business education grows. Trade Association Executives held a

Continued on page 50



BOOST

Direct Mail Returns with NEW SELF-SEAL Reply Envelopes

You need reply envelopes. Why not have the best? The most modern? The newest? Why not use envelopes that offer so many more advantages to you . . . and your repliers? Why not switch to dry-sealing, SELF-SEAL Reply Envelopes — and watch the difference?



Has GADGET Appeal . . . a real, honest-to-gosh attention getter.

Your customers will look for it; prospects will itch to try it! All you do is include a brief line that points out this new feature of your mailing offered for their convenience.

makes mailing EASIER . . . the fascinating, dry-sealing action of

- SELF-SEAL Reply Envelopes invites people to use them. They seal in a wink without licking . . . just press the two seal flaps together. You can't imagine a more convenient envelope!



Turn lower tab up, under Self-Seal flap



Pass one dry finger across . . . that's all

PLEASANTER by far . . . let's be frank. Some people just don't like the taste of envelope gum (even ours!). Maybe you don't mind for your own mail. But when someone else asks you to lick an envelope . . . ?

and always arrives in PERFECT CONDITION!

. . . whether you know it or not, some of your regular reply envelopes may be arriving already sealed because high humidity has dampened the flaps. But you won't have that worry when you use SELF-SEALS . . . you can't seal 'em with moisture!

SEE HOW
EASY IT
WORKS!



Postman Dry Seal says:

**"DON'T WAIT . . .
WRITE TODAY FOR
FREE SAMPLES"**

SELF-SEAL®

REPLY ENVELOPES

are made exclusively by the UNITED STATES ENVELOPE COMPANY



UNITED STATES ENVELOPE COMPANY
Springfield 2, Massachusetts

Yes indeed, I'd like to see samples of SELF-SEAL Envelopes.
I use size No. _____ for reply envelopes in my direct mail.

Name _____

Firm Name _____

Address _____



Letter gadgets are those hard hitting attention getters to put on letters and circulars to hold the attention and keep them out of the waste basket. These are but a few of the 300 different gadgets I handle which can illustrate any sales point. Send \$1.00 in currency for catalog. kit of 50 samples and lead off phrases to illustrate any sales point. a help to any writer of copy.

A. MITCHELL

The Letter Gadget Men

Room 735 111 West Jackson Blvd.
Chicago 4, Ill.

similar Seminar at Yale this summer. Bankers, I understand, meet together at Rutgers. Why shouldn't all segments of industry and commerce adopt such programs? Let executives go back to school . . . and really work at learning or relearning all the things they should know to make this free enterprise system of ours progress.

The Seminar, in actual collegiate surroundings, is far superior to "a convention." It can be controlled and regimented much better.

One thing I know for sure . . . the subject of LETTERS should be included in every curriculum. I have yet to find any group where their letters could not be improved.

If any trade group is interested in developing a program . . . I suggest contacting Doug Vaile. He seems to have the perfect set-up. And this reporter will be glad to help any group on the direct mail or letters part of the course.

TELLING IT TWICE

The broadside pictured here shows an intriguing way of telling the same story twice—in the same words, in the same promotional piece. The mailing was prepared by Air Express (via

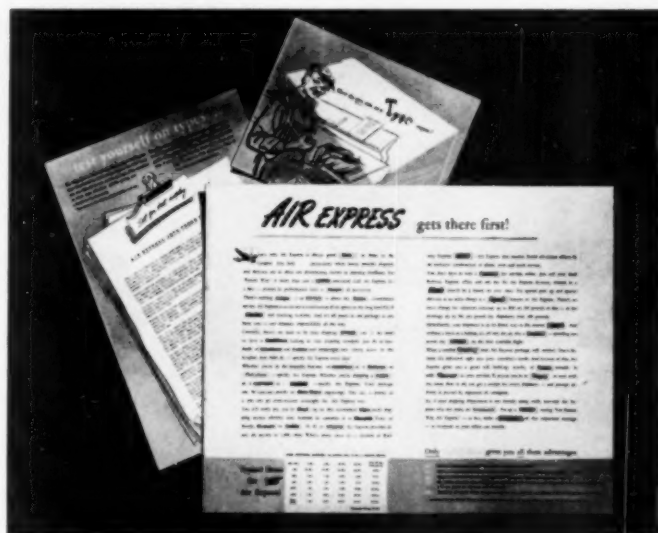
Dickie-Raymond, Inc.) to reach their Graphic Arts prospect group. Readers first try to identify the names of some 41 different type faces spotted (hidden) throughout an Air Express sales story on the first inside fold. To check answers, they open up the broadside fully. There the story is repeated verbatim, but this time with the name of each type printed in its own face. Air Express reports high interest and high readership for this modern twice-told tale.

DOUBLE BARRELLED SELLING

Remember our story about Fred Dexter of Houston . . . and how he uses pecan nut mailings to help promote products of his business friends . . . such as radios, automobiles, flowers, washing machines, etc?

Well . . . here's another application of the Double Barrelled Selling technique.

A thousand boxes of Kellogg's Corn Flakes were mailed during July to radio stations and the juke box operators all over the United States through a unique exchange of publicity between the Kellogg Company of Battle Creek,



to
influence
your
market

MAILADVERTISING is the most selective selling tool in the advertising work-kit. In the lithographing, printing and lettercrafts plant of James Gray, Inc., new impetus is given the printed word through competent, complete mailadvertising service. When you're reaching out for new fields to conquer —new customers—new highs in resourcefulness —call Gray for fast, economical action.

POWER

GRAY CAN BE A POWER-HOUSE

OF PROFIT FOR YOU



This is the giant, twenty ton atom-smasher at Notre Dame University. It generates eight million volts.

PHOTO BY ACME NEWSPICTURES



JAMES GRAY, INC.

LITHOGRAPHERS • LETTERCRAFTSMEN • PRINTERS
216 EAST 45th ST., NEW YORK 17, N. Y. • MUrray Hill 2-9000

MAILADVERTISING — By The Hundred
Or The Million—From Printing Press to Prospect

Mich., and The Korn Kobbler Orchestra to promote their recently released MGM Record "San" together with the breakfast food. Mailing was concentrated most heavily in the vicinity of Covington, Ky., where The Korn Kobbler will appear for a 4-week engagement at The Lookout House, starting August 15. A number of local tie-ups to herald the homecoming of the unit to this Cincinnati area, where they were organized in 1939, have also been arranged.

Both Kellogg and MGM local outlets all over the country are partici-

pating in the national promotion. Kellogg is tying it up to a special drive they are currently conducting within their organization on corn flakes, and have mailed records of "San" to all their divisional managers to hypo the drive. The records have already been distributed to radio stations by the local MGM distributors.

Stunt was rigged up by Albert Millet, record promotion man, for his clients, The Korn Kobbler, with the co-operation of Hal Davis, publicity director of Kenyon & Eckhardt advertising agency, in behalf of their Kellogg ac-

count, who furnished the corn flakes, and Sol Handwerger, advertising and publicity director of MGM Records, who mailed them.

Preceding the mailing of the corn flakes, Kellogg sent a letter to each name on the mailing list, which includes disc jockeys, program directors, record librarians, juke box operators, and others important in influencing the popularity of records, announcing that the corn flakes were being mailed at the suggestion of The Korn Kobbler and that "Kellogg's Corn Flakes are good eating. The Korn Kobbler latest MGM recording of 'San' is good listening. Hope you enjoy them both."

The corn flakes were mailed with a letter signed by The Korn Kobbler asking everyone to co-operate by spinning the record. "Kellogg's Corn Flakes will add zest to your meals," the letter added, "just as 'San,' our latest 'cornball' on MGM Records will add zest to your programming."

The letter concluded by asking for a few words of comment on the record and offered to furnish on request, biographical material and a complete list of Korn Kobbler records available from MGM.

THE SENSE OF TOUCH

Last year, American Type Founders of Elizabeth, New Jersey broke with tradition by including a transcription



in its humanized annual report to stockholders and employees. The record contained a friendly down-to-earth talk about the company by President Thomas Roy Jones.

This year, another innovation in employee relations . . . ATF has added the sense of touch. The 24 page, 8 1/2" x 11", side stitched booklet is designed to resemble a television showing (as cover indicates). Each page inside simulates a television viewer . . . with large pictures or cartoon . . . and short explanation in balloons. A rapidly moving story.

Inside the back cover is a large glassine envelope. Inside that is a jig-saw

Addressing \$5.00 Per 1000

This low price, which we have maintained for the past seven years is made possible by our large volume and efficient methods.

Our entire operation is aimed specifically at lowering the cost per thousand of mail promotion. Now, more than ever before, the need for cutting costs without sacrificing quality is of vital importance to all large mailers.

Our facilities will permit us to address an additional 200,000 pieces weekly. We offer accurate addressing, GUARANTEED by a careful inspection system and an understanding of the addressing problem as it affects the mailer. Our specialization in the addressing of envelopes by typewriter is your assurance of quality work. Our price of \$5.00 per M is based on either 3- or 4-line addressing from normally clean copy.

For the convenience of our customers we maintain daily pick-up and delivery service in metropolitan New York at a slight additional cost, as well as trucking facilities to all other points.

At the Convention
For further information while at the convention please contact Mr. W. E. Watson at the Congress Hotel.

Freeport 9 - 2431, 2432

CREATIVE MAILING SERVICE, INC.

24 South Grove St.

Freeport, Long Island, N. Y.

ADDRESSING -- MAILING -- STENCIL CUTTING -- LIST MAINTENANCE

puzzle. The center of this 28 piece cut-out shows the breakdown of the ATF income dollar during the fiscal year. The surrounding photos are of some of ATF products. Therefore, the sense of *feel* is introduced into a financial report. The employees sense it as they pick up and put together the pieces of the chart and pictures of the goods they helped to manufacture.

Good planning!

KEEP YOUR EYES OPEN FOR LABOR AND COST SAVING OFFICE AND SHOP EQUIPMENT

This reporter is going to be very much interested in one particular spot on the Chicago DMAA Convention Program. Friday afternoon . . . "Improved Office Procedures" handled by Willard Fox of Remington Rand. We sure hope he covers the whole scope of the subject so that we can get a good article for *THE REPORTER*. We've had more inquiries lately on this subject than any other. "How can I set up an efficient mailing room?" or "What's the best equipment I can get for cutting costs in our mailing department?" or "Have you got a good article or booklet we could give new employees on efficiency in mailing operations?" *THE REPORTER* blushes . . . because we don't have such a booklet. We've tried. The copy would have to be so all inclusive.

Many new devices are coming on the market. Some will be shown in Chicago . . . but not enough.

We understand, for example, that there is a new device (not yet named)

Continued on page 54

Send For Complete
Catalog Today
Mailing "Lists on Labels"
\$3.85

Per M Addressed Labels
A LIST FOR EVERY PRODUCT

REACH ALL CO.
209 E. 2nd St. New York 10, N. Y.



I'm Jane Doe. There are about 40,000,000 of us in this country, and WE buy nearly 70% of all the goods and services sold each year. We're always interested in a good selling story WHEN IT'S TOLD TO US IN A FRIENDLY, DIRECT WAY.

PONTON LISTS for BUSINESS LISTS

DIRECT selling is the surest, fastest way to sell anything to anybody. The surest, fastest, and least expensive way to go **DIRECT** to **YOUR** prospects, is by Ponton's outstanding **GUIDE TO BUYERS** services . . .



PROSPECT LISTS—INDIVIDUALLY COMPILED.

You can't buy a stock, shelf-stale list from us. Every Ponton list is compiled for you exactly as you want it.



UP-TO-THE-MINUTE. The best and very latest sources are used in compiling each list, and these sources are kept revised right up-to-the-minute.



VERSATILITY UNEQUALLED. You can obtain Ponton lists on cards, labels, sheets, stencils, on your own mailing matter, or in any other form and in any breakdown desired.



TOP SPEED AND ACCURACY. You are guaranteed the utmost speed of service and deliverability of your mail—by the house with 64 years of list leadership.



UNLIMITED RESOURCES. 24,000 Classifications readily available. Any special lists promptly and efficiently compiled for you. Latin American lists a specialty!

CATALOG users and producers of direct mail are invited to write for Ponton's famous **LIST O' TRADES**, the most complete Mailing List Catalog published. Write Dept. R-1.



COMPLETE
MAILING
AND
ADDRESSING
FACILITIES

W. S. PONTON inc.
AT THE HEAD OF THE *Lists*

EST. 1885
AGENTS
IN ALL THE
PRINCIPAL
CITIES

635 Avenue of the Americas, New York 11, N. Y.

"Gold Cup" PROSPECT LISTS

- ☐ **400,000 Small Business Men**
Owners, Partners, or top executives of small businesses throughout U.S.A. Your choice as to home or business address—State Selection
- ☐ **60,000 Mail Order Buyers**
New Parents who have bought by mail a \$6.00 baby chair—Baby's average age 1 year
- ☐ **35,000 Farm Leaders**
Officers and Directors of leading farm co-ops and granges—on stencils—State Selection
- ☐ **36,000 Auto & Truck Dealers**
Companies selling new cars and trucks—on stencils—State Selection. List cleaned every month
- ☐ **14,500 Top Executives**
Presidents of leading corporations — on stencils — Zoned — State Selection
- ☐ **3,000 Wealthy Men**
Presidents of corporations rated at 1 million dollars or more
- ☐ **57,000 Protestant Clergy**
19 denominations of Protestant clergy — on stencils — State Selection
- ☐ **25,000 Fleet Owners**
Firms owning fleets of 8 or more motor vehicles—on stencils—State Selection—Cleaned monthly
- ☐ **75,000 Special Value List**
Rated Hardware, Gift Shops, Novelty Shops, Variety Stores, Bicycle Shops, Electrical Appliance Stores, Rated Department Store Headquarters, Hardware Wholesalers, Manufacturer's Agents—on stencils—Geographic Selection

We'd like to send you prices and detailed information about these lists. Please check those which interest you, attach to your letterhead and mail to:

Department B

Advertising Letter Service INC.

2930 E. Jefferson Avenue
Detroit 7, Michigan

*Our "Gold Cup" prospect lists won top honors for four successive years of international competition conducted by the MAIL ADVERTISING SERVICE ASSOCIATION

which will entirely eliminate slip-sheeting in mimeographing. That's always been a headache from cost and time standpoint. New contraption is an extended carrier-ejector which dries the ink instantly by electrical rays.

And then, there's a new machine (being shown at Chicago by Addressing Machine & Equipment Co.) which will bypass electro or stereo making for Multigraphs or Davidsons. Makes rubber plates quickly and economically.

Commercial Controls have recently brought out small desk-model letter openers and letter sealers which should cut costs in many offices.

Pitney-Bowes (Postage Meter) are constantly improving their mail sorting racks and mailing room equipment.

Out in Minneapolis, a manufacturer will soon put on the market a low priced, efficient machine for sealing self-mailers. We haven't seen it work . . . but pictures and samples of work performed look impressive.

There are semi-automatic collators now available . . . within price range of average office.

Office managers are paying more attention to methods of speeding up typing (the bottleneck in most offices). Devices such as the efficient Copy RIGHT Copyholder which holds and moves the copy at eye level . . . are steps in the right direction.

We've heard rumors of an attachment for typewriters which will automatically feed envelopes into machine (and out again) without operator being involved in operation, except for pressing a button.

Even the furniture manufacturers are cooperating . . . with better posture chairs, more workable and less tiring desks, etc.

We sure would like to get all those new ideas and devices into one room all at one time . . . so that the needed article or booklet can become a reality.

Maybe Willard Fox at Chicago will give us the answer.

GOOD VS BAD TASTE

Your reporter and the DMAA have received a complaint which deserves serious consideration. We'll cover up the names of parties involved.

A processing organization serving exporters and importers recently mailed

a card (in envelope) advertising their various packing, crating, stenciling, etc. operations. At bottom of card was the word "over". On the other side of the card was this "message":

AND SHE WAS A NICE GIRL.

"Of course I love you," and took off her shoes.

"Yes and we'll get married some day," and she took off her stockings.

"We'll have the sweetest little bungalow," and she took off her short sweater.

"We'll have a lot of dear little flower beds," and she took off her skirt.

"Tom dear, why can't we be married in the spring when the world is full of laughter," and she took off her camisole.

"If you prefer the fall I prefer it too, because we are one, sweetheart," and she took off her petticoat—she was an old-fashioned girl.

"Tom, before we go any further tell me that you love me," and she took off her last vestige of clothing.

"Tom honey, I am cold and wish to go to bed, good night," and she hung up the receiver.

This card was received by the Assistant Secretary (female) of a very large organization. In registering a complaint with the DMAA, this indignant woman said:

"It is self-evident that such things have no place nor purpose whatsoever in the import-export and/or any other field, except to show extremely bad taste on the part of the advertiser."

I do not know if there is anything you can do about it, but feel it my duty to call such matters to the attention of someone interested in doing what they can to correct such conditions. I am merely disgusted; but in view of the fact that most mail in the U. S. is opened by secretaries, and most secretaries are young girls, others may have been extremely embarrassed and shocked upon finding such material in the day's mail."

This reporter agrees with the complainant. The story, in itself, isn't too bad. Many much worse have been printed in house magazines. (And they go far too far at times).

Jack Carr has had a good rule which he has followed through all his letter writing years. "Never use an obscene or objectionable phrase or story. Never say anything which would offend any race or creed."

You may get smiles from those who like the off-color stories or wisecracks . . . but you'll never know how many others you have offended.

When you are doing a selling job by mail . . . do a selling job. If you use a story, keep it clean and appropriate. Save the shady tales for the bars and smoking rooms. And this reporter is no preacher. He likes a "good" story just as well as you do . . . at the appropriate time.

FREE IDEA KIT

Yours for the asking—IDEA FILE FOLDER with actual examples of mail reproduction and methods

Inquire on your business letterhead

PRODUCTION

- Multigraphing
- Mimeographing
- Addressing
- Mailing
- Photo Offset
- Vortyping
- Folding
- Binding

SPECIALTIES

• PENCILPRINT

Exact simulated reproduction of Pencil Writing

• EXECUTIVE TYPE LETTERS

Personalized facsimile letters in IBM Executive Type

• TRI-COLOR PROCESS

Photo Offset and multigraphing — 3 colors in one operation

CENTURY

LETTER COMPANY

48 EAST 21st STREET

NEW YORK 10, N. Y.

Algonquin 4-8302

Our Job

is to help make your Direct Mail Advertising More Effective!

Mail Advertising Service Association, International, is our name. There are more than 650 of our members all over United States, Canada and foreign countries.

Each of our members operates privately owned establishments and each is pledged to give intelligent, honest and efficient service at fair prices.

Some of us operate a complete one-stop service company . . . where a direct mail advertising program can be conceived and carried on from idea to mail bag with all the necessary intervening chores taken care of. Others specialize in a particular activity such as mailing, mailing lists, multigraphing, mimeographing, typing, addressing (typewriter), addressing (longhand),

addressing (mechanical), personalized letters, speedball personalizing, private mail list maintenance, creative art, plans, ideas, copy, printing, offset, lithography, planographing, addressograph, plate making, Elliott stencil cutting, folding, collating, inserting, display shipping, etc.

Regardless of what our members do, you can definitely depend on an M.A.S.A. member doing the job well.

Membership in M.A.S.A. is selective and no shop is accepted until it has definitely met our standards.

Thousands of advertising managers find it to their advantage and convenience to lay their direct mail advertising problems in the hands of an M.A.S.A. member.

If you will make a request on your business letterhead, we shall gladly send you a list of M.A.S.A. members who can serve you.

MAIL ADVERTISING SERVICE ASSOCIATION, INTERNATIONAL
18652 FAIRFIELD AVENUE . . . DETROIT 21, MICHIGAN

Professional MAILING LISTS

Physicians, Dentists, Osteopaths, Drug Stores, Nurses, Chiropractors, Chiropodists, Veterinarians, Hospitals

- Corrected daily.
- Stencil addressing at low cost.
- Write for count bulletins and prices.

Fisher-Stevens Service, Inc.
345 Hudson Street
New York 14, N. Y.

Now Available

HARVARD ALUMNI DIRECTORY 1948

First Revised Edition
in ten years
\$15.00



Order from

HARVARD
UNIVERSITY PRESS

44 Francis Avenue
Cambridge 38, Massachusetts

UNWISE PENNY PINCHING

The North American Company, 60 Broadway, New York 4, N. Y. during August 1949 mailed to its stockholders a 7½" x 10¼", twelve page "Second Quarterly Report." This company with operating revenues exceeding 125 million and with net income exceeding 18 million decided to save money in mailing its statement. The report was folded once and put in mail as a self mailer. Prominently printed close to address was the wording "First Class Mail." The postage meter indicia showed payment of 1st class postage. The Stockholder who showed it to this reporter was not impressed. The reaction: "If it was worth mailing, it was worth more personal treatment." And on top of all this . . . whoever wrote or edited this report should investigate how some of the largest corporations are attempting to humanize their financial reports. This one takes the prize for stuffiness and stodginess. For instance: one rambling sentence contained exactly 132 words. We doubt if the fellow who wrote it knows exactly what that sentence means.

Stockholders are PEOPLE. People don't like long, rambling, understandable words, phrases and sentences. Even when you are writing about millions of dollars, you can write simply.

WHAT'S WRONG WITH THIS LETTERHEAD?

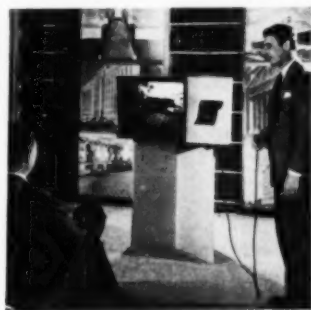
This one takes the cake . . . for violating all the rules. It has no address . . . no telephone number. Yet the body of the letter requests the recipient to get in touch with the writer if any of the services listed in the upper left hand

corner were needed. This horrible example was sent to us by Carl I. Flath, Administrator, The Queen's Hospital, Honolulu 9, Hawaii so we presume that The United Service Company is located in Hawaii.

A good letterhead should tell . . . who you are, what you are and where you are.

NO PENNY PINCHING AT KARAGHEUSIAN

If you want to see one of the most elaborate and costly dealer manuals ever prepared . . . try to get Charlie Konselman, Advertising Manager of A. M. Karagheusian, Inc. (295 Fifth Avenue, New York 16, N. Y.) to let you peep at his latest creation. He couldn't possibly mail out samples . . . but you might corner him at the Convention or visit his office in New York. It's a big 11" x 14" plastic bound affair . . . about a half inch thick. Titled "Better Displays . . . Bigger Sales." In it, Charlie and his artists have prepared a series of die-cut pocket folders containing blue prints and color sketches which give the carpet merchant usable and buildable ideas for store layout,



display fixtures and settings, color, lighting and all the props needed to do an on the spot merchandising job in the modern manner. Some of the press work on the color sketches is out of this world. Some required color runs as

UNITED SERVICE COMPANY

MAINTENANCE SPECIALISTS

We Clean Everything • Nothing Too Big Or Too Small

FLOOR WAXING
JANITOR SERVICE
PAINTING
GENERAL
FLAGPOLE
TOWER
SHORE STACK
STEEL
WINDMILL CLEANING
YARD SERVICE

high as 14 with exact register.

It's one of the best jobs of dealer instruction we've ever seen. Cannot do it justice either by explanation or illustration.

Incidentally, if you do ever visit Charlie's office . . . get him to explain the newest development in rug merchandising. Remember when the poor carpet salesman had to pull and sweat to unroll or reroll the heavy samples? Those days are gone for Karagheusian dealers. With the help of Eastman Kodak and a number of equipment manufacturers, Charlie invented a remote control viewer. Dealer sits beside customer and pushes a button. Machine automatically changes colored number slides. Each slide shows a room setting with the rug emphasized. Customers indicate choices by numbers. When viewing is completed, customer is shown small samples of the colors and styles desired. You can imagine how the back-aching rug salesman are praising this life saver.

If you bump into Charlie Kesselman at the Convention . . . ask him to show you the very, very special slides he used at recent company sales conference to introduce a new design, the Manhattan Rug.

WATCH OUT FOR YOUR FOLLOW UP

One of our correspondents had an irritating experience and blew up about it. She saw an ad in Collier's Magazine (double page spread) and sent in the coupon for information on the Harvard Classics. Received the booklet and before she had a chance to read it, (the same evening) a salesman called at the house. He asked if she had received a letter and the answer was NO. The letter hasn't been received yet. Nor has the sale been made yet. Here's a case where the personal sales follow-up was too quick. By irritating an interested prospect, the sale was lost.

And speaking of irritation.

Don't use "Strictly Confidential" on an envelope. Never use it. Particularly, if the envelope contains nothing but a printed circular . . . which was the case with another irritated correspondent.

People resent being tricked into reading direct mail. You have 2 strikes against you when you resort to trickery.

If you want to know how to use Per-

PLATEMAKING COSTS SLASHED

Cyclone Platemaker Eliminates
Costly Electros, Stereos

MAKES RUBBER PLATES
IN 20 MINUTES

Half Million Impressions
Produced From One Plate

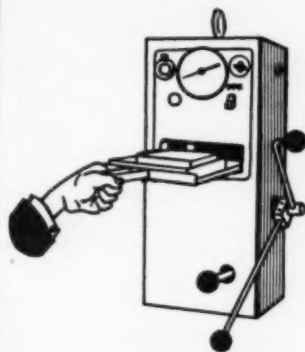
Special to REPORTER readers

NEW YORK, Sept. 10—Beat rising costs! By-pass expensive electro and stereo making! Install a CYCLONE PLATEMAKING PRESS and make your own plates — rubber plates — in 20 minutes.

You don't need a skilled operator to work the CYCLONE PLATEMAKER; anyone can turn out first quality plates after a few minutes instruction.

CYCLONE-made rubber plates give you sharp reproductions from even the finest types, and save you money on ink besides. By using a "kiss" impression, up to half a million copies have been produced from one Cyclone-made rubber plate.

Packing 30 tons (60,000 lbs.) hydraulic pressure into its compact 12"x17"x30" body, the Cyclone Platemaker assures uniform plate thickness at all times. Safe and easy to operate, CYCLONE heat control is automatic. Signal timer indicates



CYCLONE PLATEMAKER
\$695.00, Complete, f.o.b., N.Y.

when plates are completed — only 20 minutes required to produce a finished plate.

In addition to saving 71% of the cost of electros in flat bed printing, CYCLONE's flexible rubber plates are even more economical on rotary presses. You can now turn your Multigraph or Davidson Duplicator into a speedy profit-making job press quickly and inexpensively with a CYCLONE PLATEMAKER.

Price complete is \$695, f.o.b. New York. To order, or for further information, write manufacturers Addressing Machine & Equipment Co., 29 East 22nd St., New York 10, N. Y., or phone OR 4-6400. Ask for Tom R. Darling.

World's Greatest Folder Value

Baumfolders

Fastest Selling Folder in America

RUSSELL ERNEST BAUM INC.

615 Chestnut St., Philadelphia, Pennsylvania

Re: John J. Johnson
1000 Main Street
Enneetown, U.S.A.

The above is the man you're looking for!

You haven't found him yet, but he (and a whole lot of others like him) will keep your business running. He is a potential customer of yours. The future of your business depends on whether he (and all the others) purchase your products.

But how are you going to find him (to say nothing of all the others)? **THAT'S OUR JOB.** We can furnish you these names on our lists of **IDENTIFIED** mail order buyers . . . lists suited to your particular needs.

In today's competitive market a customer thinks ten times before buying twice! You can't afford to mail your sales story to people who aren't even prospects. Before you complete your 1949 mailing schedules, drop a line giving your sales problems. We'll make specific recommendations as to lists which will really reach **YOUR CUSTOMERS.**



IDENTIFIED NAMES, Inc.
— All Names Correctly Identified —
610 Fifth Ave. New York 20
Circle 6-9354

sional or Confidential when appropriate . . . here are the rules from The Standard Handbook for Secretaries:

"PERSONAL or CONFIDENTIAL: Write 'Personal' or 'Confidential' (whichever has been dictated) about three spaces above the address on the letter. It is not necessary to set in caps; but it may be underlined for distinction.

"Confidential" should not be used on the envelope; it applies only to the contents of the letter, and is not considered a part of the address. Use 'Personal' on the envelope if 'Confidential' is used on the letter."

GOOD MOVING LETTERS

On the letterhead of Troy M. Rodlun, 1832 M Street, N. W., Washington 6, D.C. appeared the following multi-graphed letter. We like the punch and optimism in the last paragraph.

WE ARE THANKING JOHN L. LEWIS

for telling us to move—

The United Mine Workers have bought the Chandler Building in which we have had our office for eleven years. John L. Lewis wants it for his pension plan workers.

So we are moving into Colonel Ring's new Marsh Building, office #119, 1832 M Street, N. W., Washington 6, D. C. Please change our address on your records (telephone number remains the same, REpublic 3433) and come to see us.

We began this business March 1, 1938, my partner and I, with a background of sound experience in publishing, association, travel, advertising agency and life insurance advertising.

From the start, we determined on specialization in direct advertising and in promotion to help salesmen sell.

Our clients have prospered, as have we. In just one month in 1949 we did more work for our clients than in the entire first ten months of our business eleven years ago.

This year is to be a bigger year for most of us than any pre-war year. Next year will be **STILL BIGGER**, we predict—for those who have the foresight and action to make it so.

Sincerely yours,
Troy M. Rodlun

LET THE POSTMAN RING

DO THIS . . . if you are one bit interested in World Peace. And who isn't? Get a copy of United Nations World for August, 1949. Read carefully the article by George Kent on pages 30 to 33 entitled "Let the Postman RING!"



Will you be remembered
on Christmas morning
but forgotten Jan. 1st

IT WILL HAPPEN

to more than 500 million people who invest over 50 million dollars trying to create a lasting impression with a greeting card . . .

IT WON'T HAPPEN to a few regular customers of The House of Dyal, who will again send out a 15 cent item of ours that brings them letters and telephone expressions of appreciation . . . and repeat requests even ten years later.

PROVE IT for yourself. Send our item to half your list, and your usual greeting card to the other half. Next year **YOU** too, will be sending our item to all your friends and customers.

IF YOU WANT a sample, write on your **COMPANY LETTERHEAD**, or "dial DYAL." You'll have to act fast, closing date is Oct. 15th.

[dial DYAL for
PRINTING
ORchard 4-0623]

THE HOUSE OF DYAL

Printing - Advertising

30 Irving Place New York 3, N.Y.

NEW! ADDRESSING MACHINE
WORLD'S LOWEST PRICED ADDRESSING MACHINE
Learn how thousands are boosting sales with "Mail Addresser" 17 times cheaper than other models! Guaranteed 3 years. Money making facts free. Send name, address
MAIL ADDRESSER CO.
7 W. Comanche St. San Marcos, Texas

30,000 WOMEN PATTERN BUYERS by mail from catalogs. Recent names, six months old. On 350,000 plates. Available at \$12.50 per thousand. Consult your list broker for details or contact . . .

Almanat Associates, Inc.
15 Avenue "B", New York 9, N. Y.
Telephone Ramez 7-1048

It's the best article so far on the possibilities of letters in cementing world friendships. The article quotes definite case histories . . . it outlines procedures.

Here are a few pertinent paragraphs:

Today little girls and big girls, their fathers and brothers are writing letters and sending gifts across oceans and over frontiers in a volume which increases each week. They are re-discovering the old, old fact that we are all human beings, whatever our language, whatever flag we salute. They are establishing friendships which in the final analysis are the hard currency of international relations, the only coin that can buy true understanding.

We Americans have always known the power of letters, but generally within our own borders. We had little compelling reason for sending them abroad. Then something happened. We found that for the price of a little effort and a postage stamp we might affect the destinies of nations. And that, given the world's muddled condition, was exactly what we wanted to do.

Every American who helps at least one European to understand America, her objectives and her methods of achieving them, has made a personal and extremely valuable contribution to the most vital cause of our time.

But you must read the entire article . . . to get a thrill from the case histories of what letters are actually accomplishing. If you cannot obtain a copy on newsstands . . . write to Dick Mathewson, General Manager, United Nations World, Inc., 510 Madison Avenue, New York 22, N. Y. He'll send you tear sheets, or something.

In the meantime, here's a list, given by UNW, of organizations now spearheading the drive to use letters as the "weapon" for World Peace. Every person connected with Direct Mail should participate in this activity. If you don't, your children, your grandchildren, and your great-grandchildren should . . . damn your name.

A-M-E-N

The following editorial appeared in the July issue of *Direct Advertising*, the quarterly magazine (and catalog of Brand Papers) issued by the Paper Makers Advertising Association, 581 Boylston Street, Boston, Massachusetts.

COOPERATION IN THE PROMOTION OF DIRECT ADVERTISING A ONE SIDED EFFORT

Printers welcome all the cooperation they can get from Direct Advertising magazine, the Direct Mail Advertising Association, and the fine paper manufacturers in promoting the increased use of direct advertising printing. But the printing industry is always on the

ATTENTION PRINTERS! HERE'S NEW IMPRINTING PROFITS FOR YOU!



THE ONLY 7"
MULTIGRAPH
SINGLE BAR

THIS SOLID UNI-BAR TURNS YOUR MULTIGRAPH INTO A PRINTING PRESS!

Now you can print and imprint Manuals, House Organs, Menus, Brochures, Invoices, Envelopes, Office Forms, Statements, Booklets, Price Lists and all kinds of Dealer Helps—without spending a red cent for additional equipment. Your Multigraph becomes a gold mine!

• Full 7" line cast to perfect height & alignment • Clean new type for each job • Typewriter faces to print thru ribbon or ink • Real printer's type up to 24 pt • Cuts costs up to 26% • Cuts time up to 76%

Now you can save time and money . . . Increase your printing profits with UNI-BAR, the 7" multigraph type bar, you slide into place with a flick of your finger. Fresh, clean type can be cast for you in 48 hours, eliminating slow, costly hand setting. More profitable operating time allows you to do more business with your present staff. Try UNI-BAR and watch your volume of business increase and your profits increase.

108 TYPE FACES ON HAND—6 TO 24 POINT
Underwood With Underscore • Vogue Medium With Bold
Remington With Underscore • Future Medium With Bold
Memphis Medium With Bold • All Accented Foreign Types

WRITE • WIRE • PHONE

for our brochure and type face catalog • Phone LO 4-2173

UNI-BAR FASTYPE CO.

138 N. 12TH ST. — PHILA. 7, PA. 48 HOUR SERVICE

October

• A big month for advertising. A big month for users of direct mail. If your product or service can help them . . . advertise in the Post-Convention Issue, out October 10th, with our informal round-up of the Convention, complete list of Best of Industry Winners, plus . . . Closing date for advertising . . . September 19th. Get hold of us in Chicago during the Convention if we can be of help to you in any way.

FREE!

sample package
of Eureka

DUPLISTICKER

used when DUPLICATE
addressing is required

Duplistickers will simplify
your Direct Mail address-
ing because you can make
as many as

- 4 duplicate addresses on a typewriter
- 10 to 15 on a gelatin duplicating machine
- 50 or more on a liquid duplicating machine



And all with just ONE TYPING

Can you figure out how you can cut your addressing costs any easier? Order from your stationer, or if you wish, try 'em before you buy 'em. Just clip and mail coupon below.

Regular package
825 labels—only **50¢**
"the name to stick with"

EUREKA

For EUREKA SPECIALTY PRINTING CO.
Stationery Division, Dept. MM
Scranton, Pa.

Please send me a free sample package of Eureka Duplistickers.

Name _____
Address _____
City _____ State _____

You
Are Cordially Invited

to our exhibit

of

**PRIZE-WINNING
DIRECT MAIL CAMPAIGNS**

IN THE AHREND SUITE

at the Congress Hotel in Chicago

during the DMAA Convention — September 21-22-23, 1949

**DROP IN — RELAX
AND WET YOUR WHISTLE**

29
**NATIONAL
AWARDS**
within the
Past 4 Years

D. H. AHREND COMPANY
Creative Direct Advertising

333 EAST 44th STREET • NEW YORK 17, N. Y. • MURRAY HILL 4-3411

receiving end. It does not cooperate in any organized way with the able and constant educational work that is being done by others to increase the market for printing.

And so we are going to make a suggestion to our printer friends which we hope will be considered in the same sincere spirit that moves us in presenting this new idea. Our suggestion is that the machine and cost-minded printers should sit below the salt at the foot of the table in the councils of Printing Industry of America. They are competing with newspapers, magazines and other methods of advertising, and they do not seem to know this. As a result of their apathy the advertising, selling and promotional efforts of the entire printing industry are feeble indeed, when compared with what newspapers, magazines and other forms of advertising are doing to promote their mediums. This is why we think a new group or council, to be known as The Advertising Printers, should be set up in PIA. Membership in this Advertising Printers Council should consist only of those printers who are advertising and selling minded, and who know how to create, design and sell advertising printing. The best advertising and selling talents in the printing industry should be in the Council, and the Council should direct all the advertising, educational and promotional activities of PIA.

If printers want to have the promotional work go on, that others are now doing for them to develop more advertising printing,

it's time they showed some signs of cooperation, and put advertising and selling brains on top in the direction of PIA.

Editor Brad Stephens is right . . . but he's probably whistling in the dark just as *this reporter* has for many years. More than ten years ago, the DMAA presented a complete package of promotion to the Graphic Arts Industry. It was turned down. More than twenty years ago Norman Taylor of Chicago presented a similar plan without any effect. When the wartime Graphic Arts Victory Committee disbanded it spent its remaining dollars to record its short history and outline a plan for a continuous promotion campaign. The elaborate portfolio, designed by some of the best brains in industry, is gathering more layers of dust. Until the Graphic Arts Industry wakes up and goes modern, it and Direct Mail will remain the stepchild of Advertising . . . out distanced, out-glamored by the effective, concentrated and spectacular promotions of newspaper, magazine, radio, and outdoor Associations.

Brad, maybe after you and I are gone . . . our children will live to see *the day*.

**ANOTHER GOOD
LETTER**

It came this month on the letterhead of Burroughs, Incorporated, 935 South Valencia, Los Angeles 15, California. It contains an appropriate and timely message.

ZEKE STOMPED THE MUD OFF HIS BOOTS, OPENED THE DOOR AND WALKED IN. . . .

Off in one corner of the general store sat a group of old-timers. Zeke plunked his long frame down in the center of them and was greeted by the usual winks and nods.

Lem Spanker on his right stirred, smiled, spat, and spoke . . .

"Hi, Zeke!"

"Howdie, boy!"

Lem jerked a big, farm-grown thumb off to the right, and said . . . "Zeke, yew knows Abel here, don't cha?"

"Wal," drawled Zeke, extending a friendly, brown-fisted hand, "we've 'howdied' but we ain't shook."

And as Zeke and Abel stood there pumping each other's hand in a vise-like grip, a strong bond of friendship passed between them.

"Yup, we've 'howdied' but we ain't shook," Zeke repeated, still pumping away.

A lot of businessmen today have just "howdied" with their customers during the past years but they haven't "shook." They've just "howdied" when they should have been cementing that bond in a long and friendly handshake that made the customer feel like his business was wanted and appreciated.

A sincere handshake warms any friendship . . . and Burroughs-planned letters are like the firm, steady handclasps that make friends out of customers . . . and customers out of prospects.

Of Zeke sure knew human nature when he said, "We've 'howdied' but we ain't shook."

We understand human nature, too.

(we think)

(Signed) Eric

(That's Eric Smith, West Coast Director of DMAA)

**FOR THE
FOURTEENTH YEAR**

International Printing Ink will sponsor a nation-wide essay contest in cooperation with the National Graphic Arts Education Association. There's a \$500 first prize and 33 other cash prizes for high and upper grade school student entries. Last year more than 20,000 students from 500 schools participated. This year's subject: "Color Printing as an Economic Force." Announcements are being mailed to all schools during September. Deadline

THE REPORTER OF DIRECT MAIL ADVERTISING

for entries will be January 14, 1950. Full information available from Mr. Fred J. Hartman, Educational Director, National Graphic Arts Education Association, 412 National Savings and Trust Building, 719 Fifteenth Street, N. W., Washington 5, D. C.

MAKE YOUR LETTERS INTERESTING

A friend of a reader of *The Reporter* received the following letter from a real estate agent. She thought it was one of the most friendly and interesting business letters she had ever received. We are printing it (with names changed) as a good example of stimulating interest by clever descriptions. Nothing stodgy . . . or high hat.

Dear Mrs. Smith,

A friend of yours, Miss Name, telephoned the office of my New York representative, Blank Realty, Inc., and gave them your name, address, and requirements. This data has been forwarded to me.

From a careful review of it, I would urge that you include this section in your list of territories to be scouted, for we would seem to have several possibilities on our books.

For instance, we have a dandy little bungalow, just reduced to \$5,600. It needs paint, and some modernization of the kitchen, but it is perfect (in fact was built for) a woman living alone. It is near, quite near, delightful neighbors. It is 6/10ths of a mile from stores, and has all improvements.

A second place, in a slightly larger village, is an almost new concrete block four room house with everything most modern. It is the cutest place you ever did see, on a very fine street—the last house on it—out in the country, but with city conveniences. \$7,000.

A third place is a two-family duplex at \$8,500. The two elderly people on the other side of the house furnish an income, and the nine rooms, bath, hot water, heat, etc. on your side of the house suggest rental of rooms. It has two acres, a nice barn, and may be too much property for you—but it is a buy!

A fourth place is a beautifully remodelled old Colonial at \$8,600 at a village edge. Sniff others, such as a brand new brick bungalow, modern to the last detail, at less than \$10,000, suggest themselves if you will go a bit over the \$7,500 price range which has been suggested.

At any rate, do pay me a visit—but please phone me, collect, before coming. I want to be sure to be in.

Yours truly,
(signed)

REPORTER'S NOTE: That real estate fellow really knows how to write . . . and sell.

when you need RECENT BIRTH LISTS

Remember WM. F. RUPERT

Caring for babies is a personal matter. If you have a product or service that fits this picture, make your appeal personal . . . make it by mail. Lists from Rupert (compiler of national birth lists EXCLUSIVELY for the last 55 years) can take you to 150,000 new baby homes per month. Call ORegon 5-3523

90 Fifth Ave, New York 11, N. Y.

Lost Cards mean Lost Sales!



BUT NOT WITH RETURN-A-CARD!



Return-A-Card Letters put a pre-addressed order card or envelope at your prospect's fingertips, and keeps it there until he uses it. There's no chance of your card being misplaced . . . no lost orders because of lost cards!

Recent examples of how RETURN-A-CARD LETTERS increase results by mail!

" . . . First mailing of Return-A-Card Letters has brought a return of 23%, far better than the same letter did on ordinary letterheads. Second mailing pulled 1,100 subscriptions out of a total of 10,000 letters mailed." . . . **National Photo Dealer** (subscription campaign).

" . . . 7% response! We have used many methods of getting subscriptions, but sincerely believe Return-A-Card is far the best!" **Wichita Beacon.**

JOIN THESE NATIONALLY KNOWN RETURN-A-CARD USERS . . .

- * The Herald Tribune
- * The Journal of Commerce
- * Sunroc Water Coolers
- * Conde Nast Publications
- * American Cancer Society
- * Simtex Mills
- * (Vogue magazine)
- * (fund raising)
- * (Simmons mattress)
- * Franklin Square Nat. Bank
- * Keith Clark, Inc.
- * British Overseas Airways
- * McGraw Hill Publishing Co.
- * (desk calendars)

Step up YOUR mail results with RETURN-A-CARD!

Return-A-Card Letters cost no more than ordinary letterheads. You can make a Return-A-Card mailing from as low as 11/3c per set up to 3c per set, depending on quantity. This includes a 2-color letter with the Return-A-Card printed and attached, and a special window mailing envelope to fit. Write or call to see samples of these improved mailing pieces.

TESTED SALES PRODUCERS Inc.
131 West 53rd Street — New York 19, N. Y. — Plaza 7-8573

*may we
recommend...*

... the lists which will
bring your direct mail pro-
motion its best returns?

Our **tested** lists pay off in
orders.

Write! Wire! Phone!

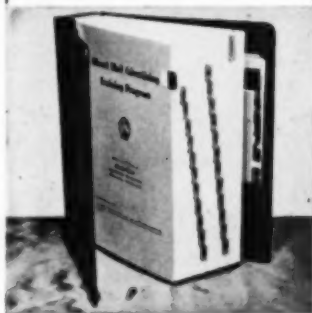
Willa Maddern

LIST BROKER

215 Fourth Ave.
New York 3, N. Y.

Gramercy 3-3440

GET THIS ...



**Guide you to
better Direct Mail**

This orderly, thorough, down-to-earth,
year-long study program in all the
ramifications of a VERY BIG subject
... will help you to avoid the pitfalls
and to increase the power of your
Direct Mail.

Send for my twenty page prospectus.

Write personally to
HENRY HOKE

17 East 42nd Street, New York 17, N. Y.



Playing POST OFFICE

By: **Edward N. Mayer, Jr.**
DMAA Past President

Playing Post Office is on vacation this
month for a very good reason. On
August 25th Congress decided to take
"recess" until about September 21st.
No legislation will be considered until
then. So ... the postal rate increase
situation is still as "muddy" as ever.

As yet no bills reported out of either
House or Senate Committees. By the
time we are ready to go to press with
our October issue ... Playing Post
Office should be able to give you a
more complete report than is possible
now.

**If you would like to enter into correspondence with some-
one abroad, a number of organizations stand ready to help
you. Space permits listing only a few.**

For Adults

Letters Abroad c/o World Affairs Council, 141 Walnut St., Philadelphia 2, Pa.
American Council of Voluntary Agencies for Foreign Service, Inc., 130 E. 22 St.,
New York 10, N. Y.

National Sales Executives, Inc., Hotel Shelton, Lexington Ave., and 49 St., New
York 17, N. Y. (For businessmen).

For Young People

International Friendship League, 40 Mt. Vernon St., Boston, Mass. (Fee: 50 cents
per name).

Division of International Educational Relations, U. S. Office of Education, Wash-
ington 25, D. C.

National Federation of Catholic College Students, 350 Fifth Ave., New York 1,
N. Y.

Boy Scouts of America, 2 Park Ave., New York 16, N. Y.

Student Forum on International Relations, 530 Powell St., San Francisco 4, Calif.
(Fee: ten cents per name).

For Organizations

Air-Age Neighbor Movement (your local Postmaster has a pamphlet containing
full information).

CAPITALIZING ON A MISTAKE

Lewis D. Breiting, President of
the Fairmount Savings and Loan As-
sociation, 4314 North Broad Street,
Philadelphia 40, Pennsylvania showed us
a letter which caused him a lot of
grief. On July 5, 1949, he mailed a
form letter to all his members ... but
the lettershop made a terrible boner,
which was not caught before mailing
time.

One sentence read:

The confidence of the public in this fine
66 year old association has been convincingly
demonstrated by the fact that they have in-
vested over \$600,000 in new savings in FAIR-
MOUNT since January 1st, proving again
that "It pays to save, etc."

Lew began getting plenty of tele-
phone calls ... so he hurriedly designed
a postal card message with a cartoon il-
lustration of his face. Message was pro-
cessed in red ink. Here is copy:

IS MY FACE RED?

In case you haven't yet discovered that error
in my letter of July 5th, I might as well admit
it and get it over with. In our hurry to get
that letter out last week, we slipped up in our
"proof reading" with the result that the figure
that should have read "\$100,000" turned out
to be all zeros. We're really sorry, but as the
post said, "The best laid plans of mice and
men go a ft aglee." We'll do our best to see
that it doesn't happen again.

Sincerely,

(Signature)

Lew thinks maybe it paid to make
the mistake ... because that letter re-
ceived more attention than any other.

At any rate . . . it always pays to acknowledge mistakes. You can turn a liability into an asset . . . if you do it in a friendly, human sort of way.

HOW TO REDUCE COSTS

REPORTER'S NOTE: Here's a timely item I found in the July issue of *The Efficiency Magazine*, owned, published and entirely written by Herbert N. Casson, Kent House, 67 Regent St., London, W. 1, England. We've mentioned Casson's work before . . . how he sells life subscriptions to his unusual publication. He now has 5484 *Lifers* scattered all over the world. His article on How to Reduce Costs is, of course, written from the British viewpoint . . . but many of his suggestions can be applied to direct mail in your efforts to "Beat the Squeeze."

Of course, what costs us most is **TAXATION**. It has become a monstrous, inexcusable cost, but the Labour Government can't or won't reduce it, and we business men are helpless.

All we can do is to try to reduce our smaller costs. We **MUST** do this, because our high costs are reducing our exports. We are losing good customers abroad.

The overseas importers are saying to us: "Yes, we want British goods, but your prices are too high. We are being forced to buy from other countries."

New costs spring up everywhere in a business, just as weeds do in a garden; and unless you put a quick end to them, they grow larger. So here are 12 suggestions as to how some of your costs can be reduced:—

(1) Study the items of expense. Find out where your "Petty Cash" goes. It is a big amount in a year and it is increasing. Every shilling that is spent is the profit on 10/-worth of goods.

(2) Reduce the costs of distribution. These are the main costs on coal and fish and drug products. It costs more to bring a ton of coal to you than it does to dig it; and it costs more to sell a drug product than it does to make it.

(3) Almost every manufacturer can reduce his costs by having more moving conveyors and chutes. He can get rid of much of the lifting and carrying. Leg-work and muscle-work are expensive.

(4) Make more use of the telephone.

World's Greatest Folder Value

Baumfolders

Fastest Selling Folder In America

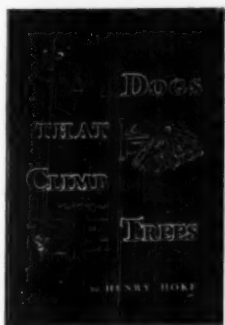
RUSSELL ERNEST BAUM INC.

615 Chestnut Street, Philadelphia, Pennsylvania



"Required Reading"

for Direct Mailers

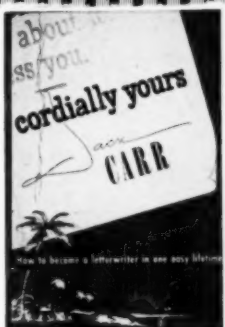


Three valuable books for the library of every user of the mail, to get ideas, to train employees.

Harrie Bell has put in readable book form the lecture course he has given successfully for the past eight years. It is a solid, substantial outline of basic Direct Mail principles.

In "Dogs That Climb Trees" Henry Hoke has told a humorous, fast-moving short story of his experiences in learning about Direct Mail from his lettershop days in Pittsburgh to his editorship of *The Reporter*.

"Cordially Yours" tells how Jack Carr learned the letter writing game from life and how to get ideas. It includes 175 of the best examples of Carr Cordial Contacts out of 15,000 letters he has written for customers. Most of them can be adapted for today's use.



Send Your Order by Mail to

Graphic Books, Inc.

17 East 42nd St., New York 17, N. Y.

.....copy(s) Bell Book @ \$4.00

.....copy(s) Hoke Book @ \$1.50

.....copy(s) Carr Book @ \$5.00

Fill in space above, clip and attach to your letter-head. Mail to us, and we'll bill you when shipped.

200 Successful Sales Letters

Here is a gold mine of sales letter ideas. Two hundred "cream of the crop" tested sales letters specially selected from the Dartnell editorial files. Reproduced full 8½-by 11-inch size, every one of these letters is a winner.

If you are looking for sales letters to get orders, to open new accounts, to revive inactive accounts, to get leads for salesmen, this loose-leaf binder of successful sales letters will more than earn its keep on your desk. The letters can be adapted easily to almost any line of business.

Can You Use Letters Like These?

A Letter Which Brought 31 Per Cent Return for Brunswick-Balke-Collander Co.

Manning, Maxwell & Moore's Sales Letter Which Revived 50 Per Cent of Lagging Accounts

A "Telephone" Letter Which Opened 300 New Accounts

Announcement Letter Which Produced 20 Per Cent Inquiries in First Week

"Greybeard" Letter Which Opened \$65,000 in New Accounts for Ahrend Co.

Inquiry Reply Letter Which Brought Orders from 90 Per Cent of Dealers

In a loose-leaf leatherette binder with index, ready for immediate use.

\$ 7.50

plus postage

SENT ON 10 DAYS' APPROVAL

USE THIS ORDER FORM

The Dartnell Corporation
4660 Ravenswood Avenue
Chicago, 40, Illinois

Send on approval the Dartnell loose-leaf volume—200 SUCCESSFUL SALES LETTERS. Size 8½ x 11 inches. Leatherette binder. Indexed. Price \$7.50 plus postage.

☐ Bill Company ☐ Bill Personally

☐ Check attached for \$7.50 Dartnell to pay postage.

Individual _____ Title _____

Company _____

Street _____

City _____ Zone _____ State _____

Don't wait several days for an answer. Get an answer at once by phoning. It is better to phone to South Africa than to lose an order.

(5) Reduce the over-staffing or the under-staffing. There is a right number of employees for every firm or department. If you have too many or too few, you're making a loss. This matter requires constant attention.

(6) Make some experiments. Don't be too much afraid of a risk. Now and then take a chance. It will keep your business interesting. A bookie once told me: "The less you bet, the more you lose when you win."

(7) Have an Anti-Waste Drive. Now that raw materials are far more costly, waste is far more serious. All waste reduces the net profit. It helps nobody. Why not offer a Chicken Dinner to employees if the waste is reduced by 3 per cent? To do that would be very profitable.

(8) Have fewer Reports. First find out the total cost of all Reports that are prepared for you by your own people. Then ask yourself if the Reports are worth what they cost. You'll find they're not. Very few Reports are correct, so I have found.

(9) Keep a tighter grip on your Inventory. Have a look at your store-room. An extra profit can be made by efficient buying. You may need several new suppliers, and a better follow-up system.

(10) Reduce the percentage of non-producers to producers. In several of his small factories, Henry Ford reduced the number of non-producers to 2 per cent. He detested paper-work. But in many British firms it is now as high as 20 per cent.

(11) Spend more on the maintenance and repair of machines and vehicles. Breakdowns are costly, and the number of them can be reduced. This is specially important, now that so many of our machines are in the Old Age class.

(12) Reduce the cost of selling by spending more on Sales Promotion and Advertising. Increase your volume of sales. An increase of 20 per cent in sales sometimes doubles the net profit.

The fact is that we must make a mighty effort to reduce our costs. How to reduce them without cutting down our percentage of profit or the wages of our people—that is what we must aim to do. And it CAN BE DONE.

WHO WANTS TO HELP PROMOTE 4¢ AIR MAIL POSTAL CARDS?

Here's a letter from the fellow who originally promoted the idea.

Hello Henry:

In order to bring the 4¢ AIR MAIL POSTAL CARD to the attention of more people and to reward youth for its imagination in sales promotion, I am planning a personally sponsored contest for students of advertising, sales promotion, publicity, journalism and public relations.

As originator of the 4¢ AIR MAIL POSTAL CARD, I have adopted the promotion of this comparatively new postal facility as a spare time activity without government subsidy but with the knowledge and cooperation of the Post Office Department.

I intend to give suitable plaques and certificates to winners in the contest. It will be open to anyone in the United States who is a student of advertising, sales promotion, publicity, journalism, or public relations.

Entrants will be asked to submit their suggestion as to the best manner of advertising the 4¢ AIR MAIL POSTAL CARD to the people of the United States who by spot surveys lack the knowledge of its existence, despite the fact that it is over seven months old and 32 million of them have been printed.

I am writing to you because you or your readers might wish to give this problem some thought and make some recommendations, regarding the announcement of the contest.

I would like to hear from agencies, advertising and publicity men and women with their advice as to how best to announce this contest to the advertising and publicity students of America. If there are any stamp and card collectors among my respondents, I shall be glad to mail them a personally autographed 4¢ AIR MAIL POSTAL CARD.

Many thanks for any cooperation you may wish to extend.

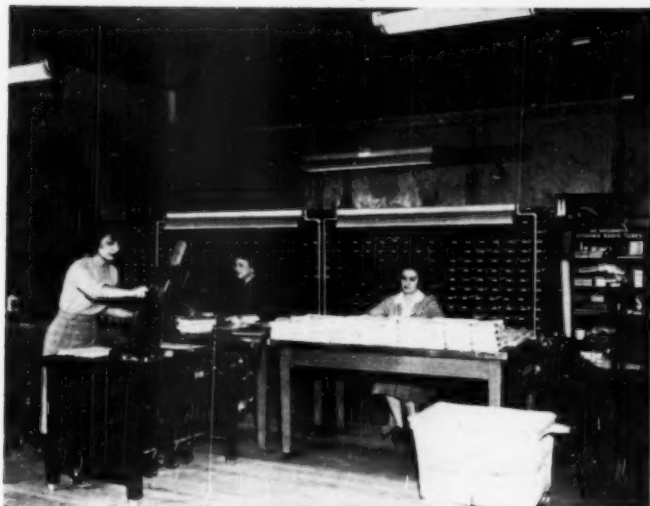
Cordially yours,

(Signed) Milt. Forrest

Originator of the 4¢ Air Mail Postal Card
1113 North La Brea Avenue,
Hollywood 38, Calif.

AN ADVERTISING DEPARTMENT EXPANDS

H. G. Kronenwetter, manager of advertising production for the Radio Division of Sylvania Electric Products Inc., Emporium, Pennsylvania has a lot on his hands these days. He has installed a brand new up-to-date production de-



partment for his company . . . to take care of the increasing demand for advertising and merchandising materials. The daily operations of the department resemble a good sized mail order house.

Current activity is running at the rate of more than 75,000 dealer orders annually. Mailing of printed matter alone now runs at the rate of more than three quarters of a million pieces each year; more than three and one-half million advertising pieces are imprinted for dealers and distributors; one and three-quarter million pieces of advertising material have been distributed in the last twelve months.

The operation is running at about ten times the 1940 volume.

One of the largest regular mailings is "Sylvania News" published continuously since March 1929, which is now circulated to 70,000 readers monthly. Other regular mailings include the Company's monthly house magazine, The Beam; distributor bulletins and The Annual Report.

Mr. Kronenwetter has installed the very latest up-to-date equipment for processing, mailing and list maintenance. Direct mail is getting a good break at Sylvania.

TOO MANY STAMPS

The Postmaster General has announced that there will be three more commemorative stamps issued during bal-

ance of 1949 . . . commemorating the return of the Wright Brothers' airplane from England to the United States; the 75th anniversary of the Universal Postal Union and the 100th anniversary of the death of Edgar Allen Poe.

Isn't it about time we go back to the old custom of having one type of stamp for each denomination? THE REPORTER is getting tired of announcing new stamps and trying to keep up with all of them. Even the Postal Clerks can't keep them straight. Commemorative stamps have become nothing more than political footballs to satisfy the whims of lobbying constituents.

THE ROSE STORY

July 14, 1949

To Editor in Chief
Bell Syndicate, Inc.
229 West 43rd Street
New York 18, N. Y.

Dear Sir:

A number of people have sent me copies of attached release . . . also tear sheets of the Rose column from around the country.

I think you should know that this particular column was pure unadulterated plagiarism.

The original was written ten years ago by George Trundle, President of

Happy New Year

If you're a mail order bug you'll know what we're talking about—and you'll send for our FREE mail order wall calendar, just off the press. It's even bigger and better than last year's.

Here's why you'll find the Karl calendar such an effective tool for planning your mailing schedules:

- Calendar begins with July 1 and ends June 30, 1950.
- Above each month is the famous Karl Line of Departure Chart which shows the general experience in mail order responsiveness.
- Shows all holidays and seasonal changes that may affect mail order operations.

Better write quick before they are all gone. They're absolutely free to anyone who uses or has a list.

NAMES UNLIMITED Inc.

Arthur Martin Karl, Pres.

25 W. 45 Street, New York 19, N.Y.



WAS YOUR LAST LETTER CAMPAIGN A FLOPOLA?

- ... could be mailing was unhappily timed
- ... could be **LUISE STORZ** didn't didn't write it
- ... could be **LETTERCRAFT** didn't produce it

Elf'n you wanna know how Sales and advertising letters should be writ ,send for free booklet "LETTERS AS I KNOW THEM."

LUISE STORZ
Letters for Direct Mail

LETTERCRAFT
Duplicating and Mailing

180 West Adams St. Chicago 3
FRanklin 2-8734

**HERE'S YOUR ANSWER
TO SOARING DIRECT-
MAIL COSTS**
DIRECT-MAIL COMBINE-VELOPES
The 4-in-1 Direct-Mail Sales Package
Include Outgoing Envelope, Sales
Letter, Order Form, Return Envelope.
Delivered Ready to Address.

By **THE SAWDON COMPANY, INC.**
484 Lexington Ave., New York 17, N. Y.

Editorials for house organs

Here you have good will and chuckle writing. Homespun and inspirational writing. Send for my unusual and attractive brochure. It is yours for one dollar. Then, if you like my work, for an additional dollar you will have my release to publish one or all of the EDITORIALS. But if you are a wee shade skeptical, write for my free folder. However, if I were you, I'd just mail one dollar... NOW! It's a worthwhile investment. Thank you. David S. Patterson, 1500 Third Avenue, New Brighton, Pa.

THE 100,000

SELECTED OWNERS OF U. S. PLEASURE CRAFT AND PRIVATE PLANES

All-Male Purchasing Power Lush Travel Adventure Technical

Entire list completely circular, sent every 60 days by our own publications. 97% address accuracy guaranteed.

LISTS THAT PAY OFF. SEE YOUR BROKER

BOAT & EQUIPMENT NEWS
224 East 41st Street, New York 17, N. Y.

AIRCRAFT & EQUIPMENT NEWS

COMPARE

She has typing equipment but no **READING** equipment. Nearly half her time is wasted and she's not comfortable!

Copy **RIGHT** Copyholder (line-by-line reading equipment) eliminates fatigue, saves eyes, effort, errors.

Write for free illustrated folder
COPY RIGHT MFG. CO.
53 Park Place Dept. 10 New York 7, N. Y.

Trundle Engineering Company, Cleveland. He printed it in his house magazine "Trundle Talks." I asked his permission to reprint which he granted. It appeared in The Reporter in January 1939 with credit to George Trundle.

I reprinted it ten years later in The Reporter as you will see by attached issue. Also note credit reference marked on page 9.

Since its appearance in The Reporter, the story has been reprinted all over the country with proper credit. For instance, Magazine Digest reprinted it, with proper credit, in their July issue (on stands June 10th). When the Rose column appeared, it naturally stirred laughs in the advertising profession. The appearance of the Rose "copyrighted" release caused further laughs.

I think Rose should be more careful. He should give credit where credit is due. His changing of the wording didn't improve the story. The original was much better.

I don't care a hang about The Reporter's credit—but George Trundle certainly deserves some sort of "sorry" or salute from careless Billy Rose.

Sincerely,
(signed) Henry Hoke
Publisher

And here's the answer.
July 27, 1949

Dear Mr. Hoke:
The Bell Syndicate has sent me a copy of your letter, and I have no quarrel with a single sentence of it.

I have written Mr. George Trundle and explained the circumstances under which the yarn came to my attention, and I got a very gracious answer in return.

Without boring you with the details, I can assure you: (a) that there was no deliberate intent to plagiarize; (b) that a careful, but not careful enough, check failed to turn up any evidence of prior usage; (c) that the matter is the copyright is routine and handled by the syndicate automatically on every column I write.

I agree with you that George Trundle deserves a "sorry" from me, and he got it a couple of weeks ago.

Sincerely
Billy Rose (signed)
REPORTER'S NOTE: Takes a big man to admit an error. Billy Rose's gracious answer satisfies both The Reporter and George Trundle.

ANOTHER GOOD LETTER

One of our corresponding reporters thought this was a good letter. Short,

HOW MUCH DOES ADDRESSING COST YOU?

Amazing new MASTER ADDRESSER system addresses envelopes, cards, etc. far cheaper than any other method. Eliminates costly pencils, plates, trays, etc. Mailers with lists up to 100,000 are converting to MASTER ADDRESSER because of huge savings! Write for complete information today. Let us show you actual cases, figures, proof! Or order a MASTER ADDRESSER and complete supplies for 500 addresses for only \$30.47 POSTPAID. GUARANTEED! Write to:

ADDRESSO SALES CO.
1000 Gold Ave. N. E. Minneapolis 21, Minn.

DOUBLE YOUR CLIENT'S SALES BY MAIL!

Open new markets for your client's products selling them BY MAIL. "THE MAIL ORDER BUSINESS" is a new 50-week correspondence course that shows how to do it by revealing the successful experiences of others. Let us tell you about it at no obligation right NOW.

MBA Mail Business Associates, Inc.
919H State Tower Bldg.
Syracuse, N. Y.

PROVEN LIVE PROSPECTS! NOT JUST NAMES!

Nationwide Mailing Lists on Labels

15,141 Banks	\$163.25
1,413 Finest Hotels & Auto Courts	9.89
2,640 America's Finest Eating Places	14.28
8,866 Catholic Schools	62.74
18,810 High Schools	169.29
2,972 Leading Department Stores	7.94
2,875 Gift Shops	21.15
510 Women's wear specialty chains	2.85
811 Furniture Chains	3.85
1,109 Toy Wholesalers	4.45
730 Fed. State & City Purch. Agcys	3.85
684 Active PX's & Ship Stores	9.99
2,875 Gen. Contractors, East, South	20.12
50,000 Retail Drug Stores (by State)	9/31

Hundreds of other commercial lists available at \$3.85 per M. Immediate delivery. Add sales tax. Check with order please or COD.

List Masters of America
305-4 W. 54th St., N. Y. 19 CI 6-5583

To the trade...

DIRECT MAIL ART WORK
CUSTOMER TO ORDER

ILLUSTRATION AND HANDLETTERING SPECIALISTS

WRITE TODAY!

MALVIS 1665 E. 31ST - BURLYN 34, N.Y.

"True to Type" TYPELESS TYPOGRAPHY

Your copy composed on Vari-typewriter or IBM, ready for Offset printing...Sharp, clean work in a wide variety of type faces...proportional spacing

...fast service
...reasonable rates
Write for quotation and full information.

"One of our six services - From Plan to Mailbag"

BRITTON Mail Advertising
98 North Street Auburn 2, N. Y.

THE REPORTER OF DIRECT MAIL ADVERTISING

snappy and interesting. We agree. Here it is:
Dear Mr. Hill:

Well, the party's over. Of course, men in your position have been through the confetti for some time—but now you know the "after party" readjustments must be made.

Sales effort must be stepped up, salesmen pepped up, and promotional activities stimulated to produce more effective results.

In executing such a program, you will find films most persuasive, whether applied to training salesmen, moving merchandise, creating emotional impact, or building good will.

To learn the—why—how—how much—of a specific application to your particular needs, simply sign and return this letter. As in the past, there is, of course, no obligation.

Yours very truly,

McLarty Picture Productions
(Signed) H. M. Brayman,
Sales Promotional Manager

(Address on letterhead . . . 45 Stanley Street, Buffalo 6, N. Y.)

WHY DO WE ADVERTISE?

Professors of Advertising, and all advertising managers should be interest-



ed in the remarkable job performed by the Advertising Department of the

Caterpillar Tractor Company of Peoria 8, Illinois. Try to get a copy of the July 8th issue of News and Views, Caterpillar's Bi-weekly employee magazine.

In this issue . . . the company uses its cover and the first 8 pages (9 1/4"x-12 1/4") to describe to employees exactly why the company advertises and why "Advertising Helps Us Stay In Business." The down-to-earth copy is illustrated with clear pictures which constitute a step-by-step description of the work of an advertising department. The planning, the preparation, the production and distribution. Every phase is covered.

Here's an idea which could and should be followed by every organization interested in better management-employee relation. By explaining your advertising program to your employees . . . you are really helping to inform the public on the essentiality of good advertising. Your employees are part of the public.

Congratulations to Caterpillar for an outstanding job.

ABOUT BEING FRANK

John Plank of Marion, Ohio took time out on a very hot day to send the following letter to THE REPORTER. He thinks its frankness is a pleasing relief. We agree.

Dear Mr. Plank:

Have you ever tried to write a sales letter? It's difficult.

The other night I stayed in the office until after 11:00 p.m. and thought I had written a masterpiece. The next morning (after receiving the devil from my wife) I departed for the office and upon arrival, I reread the letter, and it was terrible. All the usual smooth flowing sales talk that doesn't mean anything, and would probably find its way promptly in the waste paper basket.

All I wanted . . . and tried . . . to say was, we are going through a readjustment

DATES AND PLACES ANNOUNCED FOR FIRST DAY SALE OF 5 NEW STAMPS RECENTLY AUTHORIZED

Place of First-day Sale	Date	Subject
Richmond, Virginia	Oct. 7, 1949	3¢ Edgar Allan Poe
Chicago, Illinois	Oct. 7, 1949	15¢ Air Mail Universal Postal Union
New Orleans, Louisiana	Nov. 18, 1949	10¢ Air Mail Universal Postal Union
Seattle, Washington	Nov. 30, 1949	25¢ Air Mail Universal Postal Union
Kitty Hawk, N. C.	Dec. 17, 1949	6¢ Wright Brothers Air Mail

FIFTY YEARS

OF SERVICE

HELPING MAIL

ADVERTISERS

REACH RESPONSIVE

MARKETS



76 Ninth Ave. N. Y. 11
7 S. Dearborn, Chicago

12 HELPFUL SERVICES
TO SAVE TIME AND MONEY
FOR YOU!

- PROCESS LETTERS
- PRINTING
- PERSONALIZING
- ADDRESSING
- MAILING
- MAILING LISTS
- DUPLICATING
- MULTILITHING
- RULED FORMS
- CREATIVE SERVICE
- COPY AND ARTWORK
- SALES LETTER WRITING

THE RYLANDER COMPANY

Our 22nd Year
19 S. Wells St. Chicago 6
FR anklin 2-5953

CLASSIFIED ADVERTISING

Rates: \$1.00 per line—minimum space, 3 lines. Help and Situation Wanted Ads—50¢ per line—minimum space 4 lines.

ADDRESSING

ADDRESSING \$4.50 THOUSAND
No charge for our lists
"SPEEDADDRESS"
48-02 43rd St., Woodside, N. Y.
"A Postal District of N. Y. C."

ADVERTISING AGENCIES

SELL YOUR PRODUCT WITH pulling
mail order, agent ads.
We show you how.
Martin Advertising Agency
15P East 40th Street New York 16, N. Y.

ACCURATE MAILING LIST

175,000 SELECTED HOMEMAKERS

MIDDLE INCOME families—active members of women's clubs and organizations, in Boston, Detroit, Kansas City, Long Island, Los Angeles, Cincinnati, New Jersey, Philadelphia, Pittsburgh, St. Louis, San Diego, San Francisco and Seattle. Rent or sell entire list, or by cities. Rieser-Ernest and Associates, 839 Enquirer Building, Cincinnati 2, Ohio.

EXCHANGE

NEVER USED IBM pica electric typewriter. Swap for sealer, tying machine, or any useful mailing room equipment. Kraus Company, Woodside, N. Y.

EXTRA TIME AVAILABLE

WOULD like to associate with firm that has an opening on its staff for party who has had experience counseling direct mail novices, compiling and research of mailing lists, handling of correspondence and a devoted scholar of direct mail. Have no following. Box 91, Reporter, 17 E. 42nd Street, New York 17, N. Y.

HELP WANTED—MALE

ADVERTISING - PROMOTION:—Direct mail-mail order; take FULL charge, long established company. TREMENDOUS, interesting opportunity. Give FULLEST details in complete confidence. Box 93, The Reporter, 17 East 42nd St., New York 17, N. Y.

HOUSE ORGANS

FRIENDLY WAYS are always Winning Ways. A House Organ, edited by David Friendly, could be the "friendly way" to better business for you. Send details of your sales problem, size and type of list, etc., and you'll receive practical, constructive, recommendations for handling from DAVID FRIENDLY, 714 Caxton Bldg., Cleveland 15, Ohio.

MULTIGRAPHING SUPPLIES

RIBBONS, INK AND SUPPLIES for the Multigraph, Dupligraph and Addressograph machines. We specialize in the re-manufacturing of used ribbons. Chicago Ink Ribbon Co., 19 S. Wells St. Chicago, Ill.

POSITION WANTED

SUPERVISOR for mailing department or sorting mail on contract basis. Experienced. Excellent reference. John Solensky, 146-26 Delaware Ave., Flushing, N. Y. Flushing 8-3235.

SALES HELPS

"WAKE UP, BROTHER", a peppy fact-packed refresher in SALESMANSHIP. Endorsed by scores of leading journals. Bought by Mfg's, retailers & agencies in lots of 50 to 100 each. Price 25¢; 6 for \$1. 100 or more ea. 10¢. 3 editions in 5 mos. E. W. ELMORE, Box 658, Santa Ana, Calif.

SALES IDEAS

NATIONALLY KNOWN Public Relations Consultant has raised millions by direct mail, made a fortune. His ideas have been praised by dozens of columnists, commentators, trade journals and hundreds of newspapers. Send \$5 and let him tell you the 4 things in the order named—a money-getting letter MUST have. F. Lander Moorman, Douglas, Ga.

SITUATION WANTED—MALE

MAY I HELP WITH YOUR LETTERS? 8½ years experience in correspondence department of large retail firm; 4½ years in the Army, private to major; College graduate; Age 35; Married; One child; Now employed, \$5,000 year; Can "talk" to customers in friendly, sincere letters. Box 92, The Reporter, 17 E. 42nd St., New York 17, N. Y.

STENCILS

Quality Letters from NEW Stencils "Plastic-coated" PROCEL stencils make copies so Stygian Black they seem to be almost printed. PROCEL works with any ink, gives maximum legibility, minimum cut outs and type clogging. Let PROCEL improve your letters! Write to Remington Rand, Duplicator Supplies Division, Bridgeport 1, Conn., Dept. R for free information.

period. It is time to improve one's control over such important records as inventory, sales, production, credits and collections.

With VUE-FAX vertical visible controls systems, we've really got the product to do it. It is doing the job now in hundreds of concerns throughout the country, and should be able to help you. About five minutes of your time will convince you.

VUE-FAX is the best system of its kind. It holds more cards; takes less floor space; and costs less. VUE-FAX pays for itself and will make money for you.

Will you please get in touch with us?

John H. Logan, President
VUE-FAX Corporation
90 Gold Street
New York 7, N. Y.

PERSONALIZED ADDRESSING

See illustration . . . then read the report:



Accustomed as we are, Mr. Hoke, to receiving mail addressed in many odd ways, such as—

Herrie an davied
Carl and David
Harriet Davis
Harriett M. Davies
Dave & someone (?)
Bob and David
Herian Davit,

we still got a start when the envelope, of which the attached photostat is a copy, reached us this week.

Mailed in Seattle, it reached us promptly within 48 hours.

Seems like anything can happen in Direct Mail.

Best wishes,
N. B. Bender, Sales Mgr.
for Harry and David
Bear Creek Orchards
Medford, Oregon

Recently a number of letters were sent out to a selected list of men as to how to hold a wife. The first answer received was from a western penitentiary. It stated briefly: "I found the best way was around the neck, but it shouldn't be over done. Please note change of address."
from Indiana Telephone News
h.m. Indiana Bell Telephone Company
Indianapolis 9, Indiana

DIRECT MAIL DIRECTORY

LISTINGS ONE LINE PER ISSUE, \$10.00 PER YEAR

ADDRESSING — TRADE

Shapine Typing Service.....68-12 Roosevelt Ave., Woodside, N. Y.
M. Victor.....3902 9th Ave., Brooklyn 32, N. Y.

ADDRESSING MACHINES

Addresso Sales Co.....Box 1014, Minneapolis 1, Minn.
Mail Addresser Co.....417 Commerce St., San Marcos, Texas
Romain Addresser Company.....214 South 4th, Minneapolis, Minn.

ART SERVICE

Marvic Illustrations.....1665 East 31st St., Brooklyn 10, N. Y.

AUTOMATIC INSERTING

True, Sullivan, Neilhart Assoc., Inc., 47-39 23rd St., Long Is. City, N. Y.

AUTOMATIC TYPEWRITERS

Amer. Automatic Typewriter Co., 610 N. Carpenter St., Chicago 22, Ill.

AUTOMATIC TYPEWRITING

Ambassador Letter Service Company.....11 Stone St., New York 4, N. Y.

BOOKS

Graphic Books, Inc.....17 East 42nd St., New York 17, N. Y.
David S. Patterson.....1500 Third Ave., New Brighton, Pa.

BUSINESS FORM CREATIONS

Joe Johnson.....5204 Grimes Ave., No., Minneapolis 12, Minn.

BUSINESS SERVICES

Dartnell Corporation.....4650 Ravenswood Ave., Chicago 40, Ill.

COMPOSING MACHINES

Ralph C. Coxhead Corp.....726 Frelinghuysen Ave., Newark 5, N. J.

COPYHOLDER (Stenographic)

Copy Right Mfg. Corp.....53 Park Place, New York 7, N. Y.

COPYWRITER (Free Lance)

Arthur Kleinwald.....529 West 41st St., New York 18, N. Y.

DIRECT MAIL AGENCIES

D. H. Ahrend Company, Inc.....325 East 44th St., New York 17, N. Y.
Arledge Service, Inc.....28 West 23rd St., New York 10, N. Y.
Homer J. Buckley & Associates, Inc., 57 E. Jackson Blvd., Chicago 4, Ill.
Circulation Associates.....1745 Broadway, New York 19, N. Y.
Dietz-Raymond, Inc.....40 Broad Street, Boston 10, Mass.
Duffy & Fabry, Inc.....433 N. Water St., Milwaukee 2, Wis.
McNulty Advertising Agency.....310 W. Washington St., Chicago 6, Ill.
Multigraph Co., Inc.....39 Water Street, New York 4, N. Y.
Reply-O Products Company.....160 West 22nd St., New York 11, N. Y.
Paul Smullen Advertising.....329 Broadway, New York 7, N. Y.
Tested Sales Producers, Inc.....131 West 53rd St., New York 19, N. Y.
Philip J. Wallach Company.....150 East 54th St., New York 16, N. Y.

DIRECT MAIL TRAINING COURSE

Henry Hoke.....17 East 42nd St., New York 17, N. Y.

ENGRAVERS

Fioneer-Moss, Inc.....440 West 34th St., New York 1, N. Y.

ENVELOPES

American Envelope Mfg. Co.....28 Howard St., New York 13, N. Y.
Atlanta Envelope Company.....Post Office Box 1267, Atlanta 1, Ga.
Cupples-Hesse Corp.....4175 N. Kingshighway Blvd., St. Louis 16, Mo.
Samuel Cupples Envelope Co., Inc., 360 Furman St., Brooklyn 2, N. Y.
Curtis 1000, Inc.....389 Capitol Ave., Hartford 6, Conn.
Garden City Envelope Co.....3091 North Rockwell St., Chicago 19, Ill.
Massachusetts Envelope Co.....641 Atlantic Ave., Boston 11, Mass.
McGill Paper Products, Inc.....501 Park Ave., Minneapolis 15, Minn.
The Standard Envelope Mfg. Co., 1600 East 30th St., Cleveland 14, Ohio
Tension Envelope Corporation.....345 Hudson St., New York 14, N. Y.
United States Envelope Company.....Springfield 2, Mass.
The Wolf Envelope Company.....1749-81 E. 32nd St., Cleveland 1, Ohio

ENVELOPE SPECIALTIES

The Sawdon Company, Inc.....489 Lexington Ave., New York 17, N. Y.

FOLDING MACHINES

Russell Ernest Baum.....615 Chestnut St., Philadelphia 6, P. A.

HAND COLORING

Reba Martin, Inc.....145 West 45th St., New York 19, N. Y.

INKS

Interchemical Corporation.....350 Fifth Ave., New York 1, N. Y.

INVISIBLE INKS

Morley J. Jennings.....East Orange, N. J.

LABEL PASTERS

Potdevin Machine Company.....1251-28th St., Brooklyn 18, N. Y.

LETTER GADGETS

A. Mitchell.....111 West Jackson Blvd., Chicago 4, Ill.

LETTERHEADS

Universal Lithographing Co., 4309 Diversey Ave., Chicago 39, Ill.

MAIL ADDRESSING STICKERS

Eureka Specialty Printing Co.....Scranton, Pennsylvania

MAIL ADVERTISING SERVICES (Lettershops)

Advertisers Mail Service, Inc.....915 Broadway, New York 10, N. Y.
Benart Mail Sales Service, Inc.....228 E. 45th St., New York 17, N. Y.
Century Letter Co., Inc.....48 East 21st St., New York 10, N. Y.
Mary Ellen Clancy Company.....259 Park Ave., New York 17, N. Y.
A. W. Dick & Co.....24 Adelaide St., W., Toronto 1, Canada
Lee Letter Service.....19 West 44th St., New York 18, N. Y.
Lettercraft.....389 West Adams St., Chicago 2, Ill.
Multigraph Co., Inc.....39 Water St., New York 4, N. Y.
Mailways.....209 Adelaide St., West, Toronto 1, Ont., Canada
The Rylander Company.....19 N. Wells St., Chicago 6, Ill.
Woodington Mail Adv. Service.....1216 Arch St., Philadelphia 7, P. A.

MAILING LISTS

Advertising Letter Service.....2930 Jefferson, East, Detroit 7, Mich.
Almanac Associates, Inc.....15 Ave. E., New York 9, N. Y.
Boat & Equipment News.....224 East 41st St., New York 17, N. Y.
Bookbuyers Lists, Inc.....363 Broadway, New York 13, N. Y.
George R. Bryant Co.....85 W. 42nd St., New York 18, N. Y.
Creative Mailing Service, Inc.....24 S. Grove St., Freeport, N. Y.
D-R Special Bureau.....50 Broad St., Boston 10, Mass.
Dunhill List Company.....565 Fifth Ave., New York 17, N. Y.
Fisher-Stevens Service, Inc.....340 Hudson St., New York 14, N. Y.
Guld Company.....78 Ninth Ave., New York 11, N. Y.
Harvard University Press.....44 Francis Ave., Cambridge 38, Mass.
Industrial List Bureau.....45 Astor Place, New York 3, N. Y.
Identified Names, Inc.....619 Fifth Ave., New York 20, N. Y.
List Masters of America.....303 West 54th St., New York 19, N. Y.
Willa Madden.....215 Fourth Ave., New York 2, N. Y.
Mailings, Inc.....25 West 45th St., New York 19, N. Y.
J. R. Monty's Turf Fan Lists.....201 East 46th St., New York 17, N. Y.
Monkey Selective List Service.....38 Newbury St., Boston 16, Mass.
Names Unlimited, Inc.....25 West 45th St., New York 19, N. Y.
W. S. Ponton, Inc.....435 Avenue of the Americas, New York 11, N. Y.
Reach-All Company.....209 East 2nd St., New York 9, N. Y.
Wm. F. Rupert.....90 Fifth Ave., New York 11, N. Y.
James E. True Associates.....47-30-33rd St., Long Island City 1, N. Y.

MAIL ORDER COURSE

MBA Mail Business Assoc., Inc., 319 State Tower Bldg., Syracuse, N. Y.

MESSANGER SERVICE

Airline Delivery Service.....50 East 42nd St., New York 17, N. Y.

METERED MAIL EQUIPMENT

Elitney-Bowen Inc.....Stamford, Conn.

MIMEOGRAPHING

Nannau Letter Service.....154 Nannau St., New York 7, N. Y.

MULTIGRAPH TYPE

Uni-Bar Fastype Co.....128 North 12th St., Philadelphia 7, Pa.

MULTIGRAPHING

Fordham Press, Inc.....2500 Webster Ave., New York 58, N. Y.
The Michael Press.....145 West 45th St., New York 19, N. Y.

OFFSET PLATEMAKERS

Michael Lith Company.....145 West 45th St., New York 19, N. Y.

OFFSET PRINTING

Advertisers Service Litho Corp., 141 West Harrison St., Chicago 5, Ill.
Bachman Reproduction Service.....250 E. 43rd, New York 17, N. Y.

PAPER MANUFACTURERS

Appleton Coated Paper Company.....Appleton, Wis.
The Champion Paper & Fibre Company.....Hamilton, Ohio
Fox River Paper Corp.....2013 Appleton St., Appleton, Wis.
Hammermill Paper Company.....Erie, Pennsylvania
International Paper Company.....220 East 42nd St., New York 17, N. Y.
The Mead Corporation.....230 Park Ave., New York 17, N. Y.
Rising Paper Company.....Housatonic, Massachusetts

PHOTO RETOUCHING AND ART

Joan Bishop.....506 Walnut St., Elmira, N. Y.

PLATEMAKING MACHINES

Addressing Machine & Equip. Co., 29 E. 22nd St., New York 10, N. Y.
Remington Rand, Inc.....2 Main St., Bridgeport 1, Conn.

PLATES & STENCILS

Remington Rand, Inc.....2 Main St., Bridgeport 1, Conn.

POSTCARDS

Artvue Post Card Company.....227 Fifth Ave., New York 10, N. Y.

PRINTERS & LITHOGRAPHERS

Advertisers Service Litho Corp., 141 West Harrison St., Chicago 5, Ill.
American Colorotype Co.....1151 Rowse St., Chicago 13, Ill.
Brooklyn Press.....235 Adams St., Brooklyn 1, New York
The House of Dial.....39 Irving Place, New York 3, N. Y.
James Gray, Inc.....216 East 45th St., New York 17, N. Y.
The Michael Press.....145 West 45th Street, New York 19, N. Y.
The E. F. Schmidt Company, 3420 W. Capitol Drive, Milwaukee 9, Wis.
Stecher-Traug Litho. Corp., 274 N. Goodman St., Rochester 7, N. Y.

PRINTING EQUIPMENT

Harris Seybold Company.....4510 East 71st St., Cleveland 5, Ohio
Rapids Roller Company.....Federal at 26th, Chicago 10, Ill.

QUANTITY PHOTOGRAPHS

J. J. K. Copy-Art.....145 West 46th St., New York 19, N. Y.

SEALING & MAILING MACHINES

Seal-O-Matic Machine Mfg. Co., Inc.....So. Hackensack, N. J.

TRADE ASSOCIATIONS

Direct Mail Advertising Assn.....17 East 42nd St., New York 17, N. Y.
Mail Advertising Service Assn.....18652 Fairfield Ave., Detroit 21, Mich.

TYERS

B. H. Bunn Company.....7601 Vincennes Ave., Chicago 20, Ill.
National Bundle Tyer Company.....Blissfield, Michigan

TYPE FACES

American Type Founders Sales Corp.....Elizabeth, New Jersey

TYPEWRITERS

Underwood Corporation.....1 Park Ave., New York 16, N. Y.

VARIETY & IBM COMPOSITION

Britton Mail Advertising.....94 North Street, Auburn 2, N. Y.

SHORT NOTES DEPARTMENT

Continued from page 6

vision for the first time (so far as we know) on Tuesday evening, August 2nd, over Station WABD, New York. Ed Perlestein of Lee Letter Service, New York City was interviewed for fifteen minutes by Church Tramm. Direct mail pieces were shown and described. Very interesting.



◆ **A NEAT USE** of the postal card is demonstrated by M. R. Nissman of Marvic Illustrations, 1665 East 31st Street, Brooklyn 34, N. Y. To advertise his direct mail art service he mailed a good looking two-color card. Across the left end of stamp side is printed "Hang this card near your desk." And there's a hole punched near center of wording. Very effective.



◆ **NATIONAL LETTER WRITING WEEK** will be celebrated October 16 to 22. This is the twelfth annual promotion sponsored by the Paper Stationery & Tablet Manufacturer's Association. The United States Post Office will distribute five color posters (illustrated here) to 25,000 Post offices for display during the week. Other four color posters are being supplied by the Association to



retail stores. The event will be widely promoted by newspaper stories, radio programs and community activities. If any REPORTER reader wants to tie-in with this promotion, you can get illustrations and all details by contacting the Association at 527 Fifth Avenue, New York 17, N. Y.



◆ **A NEW MANUAL** on selling printing has been issued by the printing industry of America . . . based on an analysis of the experiences of hundreds of successful printing salesmen. It is divided into 12 teaching units arranged in the logical order they occur in the normal sales cycle.

The course has been in preparation for two years and represents the experience of many master printers and lithographers. Each unit is a 16-page pamphlet with cover, 8 1/2" x 11", and is punched to fit a ring binder. Cost of the set is \$35. It has been prepared by Trade Ways, Inc., 285 Madison Avenue, New York 17, N. Y.



◆ **IT'S BEAUTIFUL!** The only possible description of the 56th Annual Report of The Champion Paper and Fibre Company, Hamilton, Ohio. Thirty-two pages of humanized copy and pictures . . . plus a Kromekote Cover with highly embossed reproduction of Champion's familiar Knight in Armor. A model of Graphic arts excellence for many to follow.



◆ **HOTELS** are beginning to advertise again. After all those years of "Sorry, no room." One of the best promotions we've seen . . . for Grand Hotel on Mobile Bay, Point Clear, Alabama. Manager Harry A. Peters, Jr. got himself a beautiful letterhead . . . and someone down that way must have been reading THE REPORTER, for the filled-in form letter is set just right with overhanging first lines. But the accompanying booklet must have been a joy to the printer who got the job. It's a gem. Excellent lithography, some of it in full color. After reading it, this reporter felt a real desire to accept the slogan "Relax and Play on Mobile Bay." Get a copy for your idea file.



◆ **HERE'S A BOOKLET** every advertiser should study. It's called "After all . . . what is an Inquiry?" Published by the

Putman Publishing Company, 737 North Michigan Avenue, Chicago 11, Illinois. Putman has done a fine job for the whole advertising fraternity . . . even though the booklet was originally issued in behalf of Food Processing Preview and Chemical Processing Preview. 5 1/4" x 8 1/2" . . . 64 pages. Discuss whole messed-up subject of inquiries . . . why they get kicked around . . . how to evaluate . . . how to handle . . . how to follow up. It's one of the most important subjects in the advertising field . . . and the most abused.



◆ **IF YOU WANT TO SEE** a colorful and pictorial annual report . . . get the latest from General Mills, 400 2nd Avenue South, Minneapolis 1, Minnesota. Twenty-six pages, 8 1/2" x 11". Four color covers (all four). The fine treatment of bleed photographs should make it a keepee for all stockholders.



◆ **DURO-TEST CORPORATION**, North Bergen, N. J. recently asked its 160 sales representatives to track down the birthdays of their ten best customers. Former ad manager Alice Honore Drew, author of "The Plain Jane of Direct Mail," had decided to cement company-customer relations by mailing a smart-looking, yellow and blue birthday card. Birthdate and customer's name is filled-in. Alice tells us that it created a lot of good feeling.



◆ **Billboard Magazine**, in its July 30, 1949 Special Issue (devoted to the Convention of the National Association of Music Merchants) . . . sure played up the Hot Dog Story to a fare-you-well. With full credit to The Reporter, thanks!

On a double spread (page size 10x13 1/4) the editors dramatized George Trundle's story with cartoons and appropriate typography. On the next two-page spread, the cartoons and story were divided into four sections and reprinted in the magazine. Four feature editorials then showed how each part of the Hot Dog Story applied to the Music Industry.

A good job. And it should be repeated in so many industries.



◆ **THE REPORTER** staff hopes that all you Direct Mail folks enjoy this Convention issue. When you get down to this final item . . . how about calling your secretary and dictating a letter to us . . . telling us what you liked best or how we can give you more help in the months ahead.

when you
"GO OFFSET"

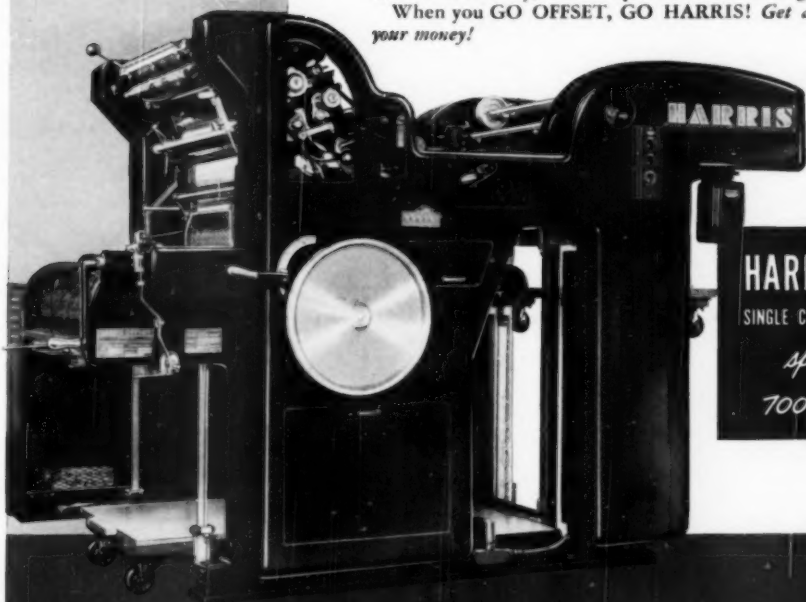
.. GO HARRIS .. be sure you get the best run for your money

SURE YOU'LL GO OFFSET SOME DAY. Probably soon!

Last year, owners of offset presses, in combination shops and straight offset shops, collected nearly half a billion dollars for their work! More shop owners bought offset presses... the majority of them Harris... than any other kind. It's an industry that's growing faster every day. You'll want in!

When you do go offset, do as the majority of offset printers have done... make your first offset press a Harris. Get *all* the advantages of these Harris features... **STREAM FEED, MORE ROLLERS**, single-point press control, automatic four-way protection, larger feeder capacity, and many others. These are features that mean higher speeds, finer register, smoother inking, faster make-ready, easier operation... and larger profits.

When you GO OFFSET, GO HARRIS! *Get a better run for your money!*



HARRIS 17 x 22

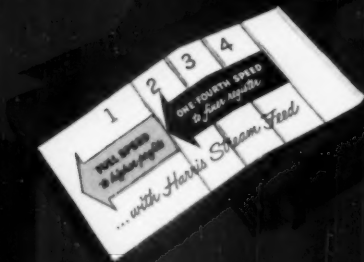
SINGLE COLOR OFFSET PRESS

*speeds up to
7000 an hour*

WITH HARRIS STREAM FEED, roll-around paper sheet is no trouble, no dorsal edges. Four full-size rollers are moving down the feed table, back by their own springs. The lead edge of the second sheet is only 1/16 inch from the front guides when the first sheet is being taken by the grippers. All following sheets move up in register in this order, allowing some time for register reference from a guide.

HARRIS-SEYBOLD

General Offices—Cleveland 5, Ohio



a strong reinforcement to the cause of selling



COURTESY OF ADMIRAL CORP.

● Because of its ability to tell, to show, and to impress — because of its close approach to human sales qualities in point of influence—printing provides the broadest and strongest reinforcement to the cause of selling.

In a sales sense, printing performs an unlimited service.

It is personal in character, establishing an intimate contact with any factor essential to making a sale. It is economical, taking the place of an army of salesmen and making contacts by the thousands and millions at low pro rata cost.

Its one essential is that it be fitted to purpose—only another way of saying that its production implies headwork and a follow through with mechanical quality. Let us work with you—use the completeness of our service.

AMERICAN COLORTYPE COMPANY

Printers, Lithographers and Publishers

1151 ROSCOE STREET, CHICAGO 13, ILLINOIS

